

WAYS OF MARKETING DEVELOPMENT IN LOGISTICS OF AGRICULTURAL PRODUCTION

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Annotation. Special attention is paid to the development of marketing in the logistics of production of agricultural products in the formation of an innovative economy in our republic. The goal is to raise the status of logistics and marketing in the agricultural sector, and to introduce it widely into practice. In this article, suggestions are made for the directions of marketing development in the logistics of agricultural production.

Key words: *Agro-industrial complex, product quality, free market, marketing, logistics, production logistics,*

Marketing in the logistics of agricultural production purpose is demand formation and encourage, village farm work issuer of work plans and acceptance to be done management decisions validity provide and village farm of products trade scope, market contribution and benefit from multiplication consists of for sale, i.e market nimble village farm eating their products - farmer to the activity marketing point of view in terms of approach main is a target.

In an agricultural enterprise work release to manage strategic approach envisages the allocation of a special service of logistics, this service is delivery giver with contractual relationships from forming starting from until ready the product delivered to the consumer until giving was material flow must be managed.

Uzbekistan Republic President Shavkat Mirziyoyev as noted, Diversification of agriculture, land and water more rational use of resources, production of exportable products through of the peasants income increase about take going systematic our work too little by little own the effect is giving

In the conditions of today's strong competition, the time demands a new approach, innovations and advanced developments, intensive and resource-saving technologies.

Marketing in the logistics of production of agricultural products can be defined as a set of methods of managing the economic flows of agricultural enterprises in order to meet the effective demand in full, on time and with quality, under the condition of minimizing costs in the logistics chains of distribution and distribution.

Economist F. Kotler made a great contribution to the development of marketing science marketing - by exchanging consumer needs and requirements Demand and satisfying them optimally after studying the needs explained.

The food industry, which is considered the most important direction of the enterprises processing agricultural products, is considered one of the largest and traditional sectors of the national economy of Uzbekistan. It affects the solution of the problems of full supply of raw materials produced on the farm to consumers without wasting, i.e. processed, as well as the employment of the population. At the same time, special attention should be paid to the creation of a modern system of storage, processing and delivery of fruits and vegetables grown in our country. Most of the fruit and vegetable products grown in our country are not consumed fresh, but canned, processed or dried. In this case, the products lose their quality, taste, and medicinal properties to a certain extent. Uzbek companies have established a transport-logistics center in the port of Liepai on the Baltic Sea with a capacity of 1.5 thousand tons of products per night, and through this center fruit and vegetable products are delivered to Northern and Western European countries. they deliver directly. International Agricultural Development Fund, Asian Development Bank, World Bank, Islamic Development Bank, Global Environmental Fund, Food and Agriculture Organization of the United Nations and many other institutions, as well as agencies of foreign governments in this regard. their support is great, and with

their participation more than 1.1 billion dollars were attracted to our country for the implementation of more than one hundred investment and grant projects. Along with the allocated financial funds, these international organizations will provide practical assistance in attracting advanced agro-industrial technologies, developing and reconstructing agricultural infrastructure, irrigation and melioration systems, introducing new technologies for marketing and access to world markets, and cooperation is shown. An agreement on cooperation was signed between the Republic of Uzbekistan and the Food and Agriculture Organization of the United Nations, and a representative office of this organization was opened in Tashkent. Constructive cooperation has been established between Uzbekistan and the International Fund for Agricultural Development, the main financial institution of the UN in the field of agriculture, and one of the main tasks of this fund is agriculture with high efficiency is to implement approaches to system formation. This makes it necessary to use the allocated funds in a targeted manner, to keep accurate and timely account of expenses. Using the experience of developed countries in accounting and accounting for the currently established clusters serves to achieve high results.

This, in turn, can be seen as a way to meet the demand and eliminate the shortage of agricultural products. Between January and April of this year alone, the Republic of Uzbekistan exported **120,000 tons of agricultural products** worth **115.9 million dollars to foreign countries**. Along with these works, it should be mentioned that the establishment of logistics centers in the localities also created an opportunity to increase the weight of exports.

Depending on the characteristics of the products, there are certainly problems in their delivery and the possibility of damage and corrosion. Therefore, it is necessary to properly implement the logistics system for agricultural products.

In order to develop the field of agro-logistics, **the Asian Development Bank** plans to provide a loan in the amount of **197 million dollars** for the

establishment of agro-logistics centers in our country. Agrologistics centers deal with sorting and delivery of fresh and processed fruits and vegetables. Agrologistics centers are planned to be built in Andijan, Samarkand and Tashkent regions. The construction project is ready, and preparations are being made now. The goal of completing the construction works in 2023 has been set.

In conclusion, it should be said that in the developed countries of the world, we are witnessing systematic management, organization of production, direct and permanent mutually beneficial relations with the consumer, the Republic of Uzbekistan. During the past period, it faces several difficulties in the production of agricultural products and export to the European markets. This, in turn, prevents us from increasing our export potential. If we introduce the international standards to the existing fields and continuously analyze the quality improvement, the results will be there. Ultimately, the ground will be created for the increase of the **"Made in Uzbekistan" inscription** on the shelves of the world market and for the weight of our agricultural products to increase even more.

Based on the above considerations, we make the following suggestions.

1. Gradual and rapid restriction of the use of pesticides and antibiotics in agriculture (The Netherlands has 20 years of experience in this regard);

2. Optimum flatness of cultivated land increase through water, fuel, mineral fertilizers and worker strength spending savings experiences strengthen

By our government field to the activity concerned regulatory and legal documents all subjects by regularly after learning, without words action by doing to go

4. Advanced countries experiences fast learned and territorial to our capabilities adapt and app reach works quality and scope expand ;

5. Scientific research works and innovative activity the results encourage strengthen

6. Selection and seed-breeding the bank more coloration, i.e. at rest new

farming and cattle blessings acclimatization and Create ;

7. Added above valuable product work release scope increase

8. Competition in the field environment expand through wide assortment , comfortable prices are high good quality work release indicators stable by increasing to go

9. Quality of consumption and rotation hanging for transport and logistics their work modern international experiences based on regularly boorish by improvement;

10. Marketing research Deepening, local, close neighbor countries and worldwide scale good adaptation measures work output , ultimately import _ press and exportable work scream potential stable to grow measures to see

This suggestions to practice app reach as a result safe and ecological clean winter economy products work to shout, internal and international needs satisfy through national to our farm big benefit to be brought reach we think it is possible.

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