

THE ROLE OF AGRIBUSINESS IN ENSURING THE COMPETITIVENESS OF AGRICULTURAL PRODUCTS

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Abstract. This article examines the important role of agribusiness in ensuring the competitiveness of agricultural products in the world market. An overview of the importance of agribusiness and its impact on agricultural products is given. Strategies and approaches used by agribusiness to increase competitiveness of agricultural products are outlined.

Keywords: agrocluster, “single technological chain”, “revolver”, credit, transformation, technology, cotton-textile cluster, finished product, high added value, export, intensive, mechanism.

Agribusiness, which includes various activities related to the production, processing and distribution of agriculture, plays an important role in ensuring economic growth and ensuring food security throughout the world. The competitiveness of agricultural products in the world market is very important for the sustainable profitability, growth and development of Agriculture. Agribusiness is an important intermediary between producers and consumers, adding value to agricultural raw materials and increasing their market attractiveness. This article clarifies the importance of agribusiness in ensuring the competitiveness of agricultural products and how it affects the overall agricultural landscape.

- **Market strategies:** agribusinesses use different market strategies to increase the competitiveness of agricultural products. This includes market research, identifying consumer preferences, and sewing products to meet specific requirements. In addition, they use branding and advertising events to differentiate products and create a unique market position.

- **Innovation and technology:** adopting innovative technologies and practices can significantly improve the quality and efficiency of agricultural products. Agribusinesses invest in research and development, master sustainable farming techniques and use advances in biotechnology to achieve competitive advantage.

- **Value chain optimization:** agribusinesses aim to optimize the entire value chain from farm to fork. This includes simplifying production processes, reducing waste, improving distribution networks and ensuring timely delivery of products.

- **Sustainable practices:** the introduction of sustainable and environmentally friendly practices is an increasing concern for agribusinesses. Consumers are increasingly demanding products with minimal environmental impact, and sustainable

practices can increase the saleability of agricultural products.

Agribusiness plays a decisive role in ensuring the competitiveness of agricultural products in the world market. This involves integrating various agricultural activities such as farming, processing, marketing, distribution and research into a coordinated supply chain. Some methods that contribute to the competitiveness of agribusiness agricultural products:

Productivity improvement: agribusiness practices often include modern technologies, mechanization, and effective management techniques. These improvements can lead to increased productivity, lower production costs, and better resource utilization, all of which contribute to the competitiveness of agricultural products.

Quality assurance: agribusinesses are aimed at maintaining high quality standards during the production and processing stages. This commitment to quality ensures that final products meet or exceed international standards, which is necessary to compete in world markets where quality and safety certificates are highly valued.

Market research and product development: agribusinesses invest in market research to identify consumer preferences and trends. Understanding consumers' demands, they can adjust their product offerings to market needs and stay ahead of competition.

Value addition and processing: agribusiness is often concerned with value added by processing agricultural raw materials into value added goods. This includes food processing, packaging and the creation of branded products. Value-added products usually have high prices on the market, increasing the competitiveness of agricultural goods.

Market access and distribution: agribusinesses have well-established distribution networks, both domestically and internationally. This network ensures efficient transfer of agricultural products from farms to end consumers, reduction of waste and timely delivery. Reliable distribution channels are critical to maintaining competitiveness.

Research and innovation: agribusinesses invest in research and development to improve agricultural practices, develop new technologies and create innovative products. These achievements help to increase productivity, improve product quality and reduce production costs, all of which contribute to the competitiveness of agricultural products.

Global trade and exports: agribusinesses actively participate in global trade and exports. They manage international regulations, trade agreements and tariff barriers to reach foreign markets. Exporting agricultural products can open up new revenue streams and bring domestic producers to a wider customer base and increase overall competitiveness.

Sustainable practices: as sustainability becomes a growing concern globally, agribusiness is applying environmentally and socially responsible practices. Consumers and importers often prioritize products produced by sustainable means, giving businesses an advantage in competitive markets.

Measurement economics: agribusinesses often work on a large scale, allowing them to benefit from measurement economics. This means that they can produce larger quantities at a lower price per unit, making their products competitive in the market.

Agribusiness plays a decisive role in improving the competitiveness of agricultural products by integrating various aspects of the supply chain, embracing innovation, ensuring quality and reaching world markets. Thus, agribusinesses contribute to the growth and sustainability of the agricultural sector while meeting increasingly competitive global market demands.

Product quality has improved: agribusiness's focus on innovation and technology has led to improved product quality, making agricultural products attractive to consumers and international markets.

Market diversification: agribusinesses' strategic market research has helped identify new markets and consumer segments, leading to market diversification and decreased confidence in specific markets.

Increased profitability: by optimizing the value chain and reducing operational inefficiencies, agribusinesses managed to increase profitability both for farmers and for themselves.

Enhanced competitiveness: agribusinesses have successfully increased the competitiveness of agricultural products through branding, unique sales offers, and targeted marketing efforts.

Challenges: despite positive results, agribusiness faces several challenges. These include volatile market conditions, unpredictable weather patterns, variable consumption preferences, and regulatory barriers.

Opportunities: agribusinesses can take advantage of emerging opportunities such as growing demand for organic and sustainably produced products, expanding e-commerce platforms, and advances in precision agriculture.

Cooperation and cooperation: cooperation between agribusinesses, research institutions, governments and non-governmental organizations can enhance knowledge sharing and promote sustainable practice, further enhancing competitiveness.

In conclusion, agribusiness plays a decisive role in ensuring the competitiveness of agricultural products in the world market. Their market strategies, focus on innovation, value chain optimization, and commitment to sustainability have produced positive results, including improving product quality, increasing profitability, and improving market diversification. To further increase competitiveness, agribusinesses must continue to invest in research and development, explore new markets and master

sustainable practices. Governments can support research through policies that encourage sustainable farming and facilitate access to the market. In addition, the development of cooperation between agribusiness and stakeholders will pave the way for a more sustainable and competitive agricultural sector. By harmonizing efforts towards innovation, sustainability and market response, agribusinesses can solve problems and take advantage of opportunities, resulting in the competitiveness of agricultural products in the world market.

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