



DEVELOPMENT OF INNOVATIVE MARKETING STRATEGIES IN AGRICULTURE

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Abstract

This article discusses the course of ongoing structural transformations in agriculture, farms and dekhkan farms were chosen as the main forms of organizing agricultural production, and the implementation of measures to stimulate the development of farms is an important factor in their sustainable and effective development.

Keywords: farmer, entrepreneur, factor, development, technology, strategy.

Introduction

Until now, the development of agriculture has been and will remain one of the most important priorities. Because the efficiency of agricultural production, ensuring the economic and food security of our country, improving the material well-being of not only the rural population, but also the population of our country is inextricably linked with the fertility of our priceless land, its continuous improvement.

The sustainable development of the agricultural sector of Uzbekistan largely depends on the effectiveness of innovation. As a result of the development of innovations, the production base in agriculture will be technologically, technically, organizational and economically updated. This, in turn, will strengthen Uzbekistan's integration into the world market.

In a market economy, it is important to further develop the country's agricultural sector and produce quality products in this sector. Of course, the production of better products in the agro-industrial complex and the development of the industry are influenced by several factors, one of which is the competitive factor, which is no secret to anyone, primarily the outstripping development of key sectors of the agricultural sector. It is necessary to study and investigate the problems of increasing the competitiveness of agricultural products. The solution to this problem largely depends on the development and implementation of integrated methods of state regulation of agricultural production. Anyway,

It is also necessary to further expand the regulatory framework in accordance with market principles, given the current situation in ensuring the competitiveness of the agricultural sector, since issues related to risks are one of the priorities in the country.





One of the main criteria for assessing the competitiveness of farms is the level of entrepreneurship. The level of entrepreneurship directly depends on the level of business income, based on the supply and demand formed in the agricultural market. This also determines the level of their competitiveness, since the agricultural sector has a different level of marketability, depending on the specialization in the cultivation of agricultural products.

Agrarian net farm development strategy Development, primarily due to the characteristics of agriculture agricultural network natural and economic conditions of farms, specialization, activities and results on the stratification and adaptation, different levels of use of internal and external capabilities of different business systems depend on objective processes. From this point of view, it is advisable to determine the strategy for the development of the agricultural sector, groups that characterize their activities, based on the current real situation.

This serves as a criterion in determining the strategy for the development of farms in the agricultural sector. In modern conditions of liberalization and modernization of the economy, the choice of a development strategy depends on which of the above characteristics of the agricultural sector, based on market conditions, provides a high level of full consideration of not only theoretical, but also real conditions. Therefore, this factor is important for the competitiveness and sustainable development of farms in the agricultural sector. It is also advisable for agricultural enterprises in this area to choose a diversification strategy, since they specialize in the production of products in areas with high labor intensity and low competition in the area in which they operate.

For business-type agricultural sector farms, it may be appropriate to collaborate and develop a regional growth strategy with a cooperative development strategy. When choosing a regional strategy, they can specialize in the cultivation of a particular agricultural product and focus on it.

The implementation of the strategy for the development of the agricultural sector requires, first of all, a certain amount of resources. Therefore, the current level of resource provision of agricultural enterprises, access to loans and investments play an important role in the implementation of their chosen development strategy.

In the process of ongoing structural transformations in agriculture, farms and dekhkan farms were chosen as the main forms of organizing agricultural production. The implementation of measures to stimulate the development of farms is an important factor in their sustainable and effective development.

Depending on the type of economy and the level of development, countries are divided into countries based on the production of raw materials, an industrial economy, a





post-industrial economy, a mixed economy, and an innovative economy or a knowledge economy.

The innovative economy is the most developed type of economy and is characterized by an educated society. Currently, various mechanisms and institutional structures are being formed, that is, a national innovation system, for the widespread introduction and effective use of scientific and technological achievements. Technological modernization of agriculture is one of the priorities for the stabilization of agriculture. The only methodology aimed at further improving the management of agricultural engineering enterprises, increasing their efficiency and profitability, modernizing production in the field, technical and technological re-equipment, organizing the production of modern, high-performance, competitive machines and equipment for the agro-industrial complex, it is necessary to pursue a policy.

In order to prevent and mitigate the negative impact on the development of the country's agricultural sector, the development of agriculture, economic entities, ensuring their sustainable operation and the implementation of the following measures to increase the export potential are among the most pressing issues today:

- Implementation of measures to reduce the cost of production to ensure the competitiveness of products, taking into account the requirements of market prices, reducing the cost of production through the rationalization of agrotechnological processes;
- Reduction in the cost of production in the farms of the agricultural sector, itsimproving the mechanism for assessing the competitiveness and effectiveness of activities to increase sales in the foreign and domestic markets;
- During the season, receive quality products from manufacturers on a contractual basis, organize their cleaning, drying, shaping and timely export, etc.

At present, in the sustainable development of the country's agricultural sector, it is advisable to give priority to the following measures:

- Further development of infrastructure facilities serving the agricultural sector;
- In order to uninterruptedly provide the population with basic types of agricultural products at affordable prices, specialized enterprises will be created for the purchase, storage, transportation, sale, export and financing of fruits and vegetables, grapes and potatoes from farms at affordable prices. provide them with sufficient working capital and the necessary material and technical base;
- In order to prevent the negative consequences of the food crisis observed in the world today, when placing agricultural crops optimization, from existing developed recommendationsefficient use and increase production efficiency.





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In the context of socio-economic changes in the world and international integration, the country needs to quickly switch to a new path of innovative development of the agricultural sector and rural areas, as well as rural infrastructure. Thus, it is possible to raise the status of the settlement on the basis of modern technologies.

The transition of the economy of Uzbekistan to the path of innovative development is considered one of the priorities today. According to the analysis, the volume of innovation in the agricultural sector of Uzbekistan is 1-2% of GDP, and in rural infrastructure this figure is even lower, while in other developed countries it is more than 50-60%.

The use of modern techniques and technologies in production creates the following opportunities:

Production of competitive products that meet international standards;

High financial results of the enterprise and expansion of its capabilities due to a significant reduction in the cost of production;

Saving raw materials and resources; reduction of negative impact on the environment, etc.





If these techniques and technologies are innovative, that is, they are based on developments and ideas that have not been used in practice before, then the socio-economic significance of their use will be even higher. The introduction of innovative technologies in production will achieve higher efficiency than the technologies used in this area.

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