

TRADE MARKETING OF FRUIT AND VEGETABLE PRODUCTS AND ITS ORGANIZATION

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Annotation. To date, certain work is being carried out in the country to reform the agriculture of our country, in particular to improve the system of public administration in the industry, the widespread introduction of market relations, strengthening the legal framework of relations between entities for the cultivation, processing and sale of agricultural products, attracting investment in the industry, the introduction of resource-saving technologies and provide modern equipment to agricultural producers.

The article focuses on issues such as the volume of fruit and vegetable production in the territory of our country, its prospects, and, of course, the organization and implementation of marketing environment in accordance with the market requirements of these products.

Key words: network, entrepreneurship, marketing, innovation, export, income, population employment

Introduction: Nowadays, significant changes in the market of fruit and vegetable products, the appearance of new forms of retail and wholesale trade, the importance of innovative activities of enterprises in the struggle for competition and creating value for the customer are proving themselves. The consumer goods market is highly saturated, the demands and needs of consumers are increasing. Manufacturers are gaining competitiveness by developing new ways to deliver goods to the end consumer, taking into account not only innovations in product delivery, but also ways to reduce production costs to set low prices, new approaches to creating value for customers.

In Uzbekistan, special attention is paid to directions aimed at achieving economic growth based on the use of effective marketing strategies in the coordination of trade-logistics, sales and storage processes of fruit and vegetable products.

Analysis of literature on the topic: Bugungi kunda O'zbekiston Respublikasida tadbirkorlik faoliyati bilan bog'liq bo'lgan ilmiy tadqiqotlar iqtisodiy adabiyotlarda keng yoritib kelinmoqda.

In particular, economists A. Olmasov and M. Sharifkhojayev state that "Entrepreneurship is not only about making money, but also about earning income through creative activity." That is, entrepreneurial activity is considered an economic activity aimed at earning income, if it is not regularly activated, economic growth will not occur, and they believe that it is necessary to pay attention to the qualitative aspect of entrepreneurship.

The concept of sales marketing is used in various ways in modern marketing theories. In some companies, this is done formally within their organizational structure as marketing, sales, or as an independent department; others do it indirectly, and some do it only in direct ways.

Scientific and theoretical approaches to trade marketing concepts

Table 1

The author	Definition
Chernozubenko P.E.	Sales marketing promotion of cross-selling between the sales network and sellers. The task of sales marketing is to develop distribution

	channels and make the whole marketing activity work effectively.
Shaluen J.	Trade marketing is the collaborative effort of suppliers and retailers to optimize their relationships and achieve mutual savings and synergies of resources to better serve the consumer. In this case, the relationship of the supplier to the retailers as a customer is simply a subcontractor, he becomes a partner, moreover, he becomes a customer and should be treated as such.
Shatalov D.S., Khamidova O.M	Marketing in the field of trade is a process carried out in order to achieve high financial and economic results planned by the trader by implementing measures to deliver goods and services to consumers in the field of retail trade at a higher level than competing companies.
Shelomentsev V.V	Trade marketing is an activity aimed at studying and satisfying the needs of trade communication. On the one hand, sales marketing can be classified as a set of marketing activities aimed at solving the problem of availability of products in retail stores in the best places and at the recommended price. On the other hand, it is studied as a sales promotion tool and is classified in the field of sales.

the strategy of economic development of the agrarian sector, ensuring the proportionality of the growth of the population and demands with the increase in the volume of production of agricultural products, sustainable development of the agrarian sector, specialization of production processes, application of modern innovative technologies and methods increasing the level of economic efficiency of economic entities, comprehensive statistical research of factors affecting their activity, and ensuring their competitiveness appear as the priority directions of scientific research in this regard.

Analysis and results: In Uzbekistan, the agrarian sector provides the population's demand for food and agricultural products, while serving to increase the country's export potential, encouraging and developing the activities of farms specializing in the sector over the past years. special attention is paid to the issues. In particular, in the development strategy of New Uzbekistan in 2022-2026, "... one of the most priority tasks to be implemented within the framework of the development strategy is to radically increase the efficiency of agriculture and diversify it, that is, to develop the agricultural sector, processing agricultural products on a cluster basis and ensuring food security, increasing the standard and quality of life of the population living in rural areas, creating the necessary conditions for doubling the income of farmers and peasants, annual growth of agriculture priority tasks such as "to reach at least 5 percent".

Table 2

Agricultural products, thousand tons.

Product type	2000 y	2005 y	2010 y	2015 y	2020 y	2021 y
Cereals and legumes	4 101,4	6 540,9	7 504,3	8 173,5	7 636,0	7 634,6
Potatoes	731,1	924,2	1 694,8	2 586,8	3 143,8	3 285,6

Vegetables - total	2 644,7	3 517,5	6 262,4	9 390,0	10 431,4	10 850,2
Food policy	451,4	615,3	1 182,4	1 853,6	2 134,4	2 285,3
Fruits and berries	790,9	949,3	1 676,3	2 467,9	2 812,6	2 852,6
Grapes	624,2	641,6	979,3	1 518,2	1 606,9	1 695,3
Cattle and poultry for slaughter (live weight)	841,8	1 061,5	1 461,4	2 033,4	2 519,6	2 635,1
Milk	3 632,5	4 554,9	6 169,0	9 027,8	10 976,9	11 274,2
The resulting egg	1 254,4	1 966,7	3 061,2	5 535,4	7 781,2	7 788,4
Honey, tons	2 685,0	2 115,7	3 171,9	10 157,0	13 357,8	14 066,9
Sheared wool, tons	15 849	20 081	26 510	36 029	35 422	36 345
Obtained black skins	747,6	688,7	934,9	1 032,0	1 152,1	1 252,4
Cocoon, ton	16 479,0	16 211,0	25 151,8	26 293,0	20 941,9	22 769,9

Since the agricultural sector in our country has been specialized mainly for cotton and grain crops, we can see in the above table that grain has a very large share in the composition of grain and leguminous grain crops.

In our opinion, it is appropriate to study the activities of channel participants in order to understand in detail the sales channels of fruit and vegetable products. It is necessary to create effective mechanisms of mutual cooperation of the participants of the marketing channel in order to meet the needs for fruit and vegetable and grape products in a moderate way throughout the year. This will help develop a relationship marketing system for all stakeholders, as shown in Figure 1.8.

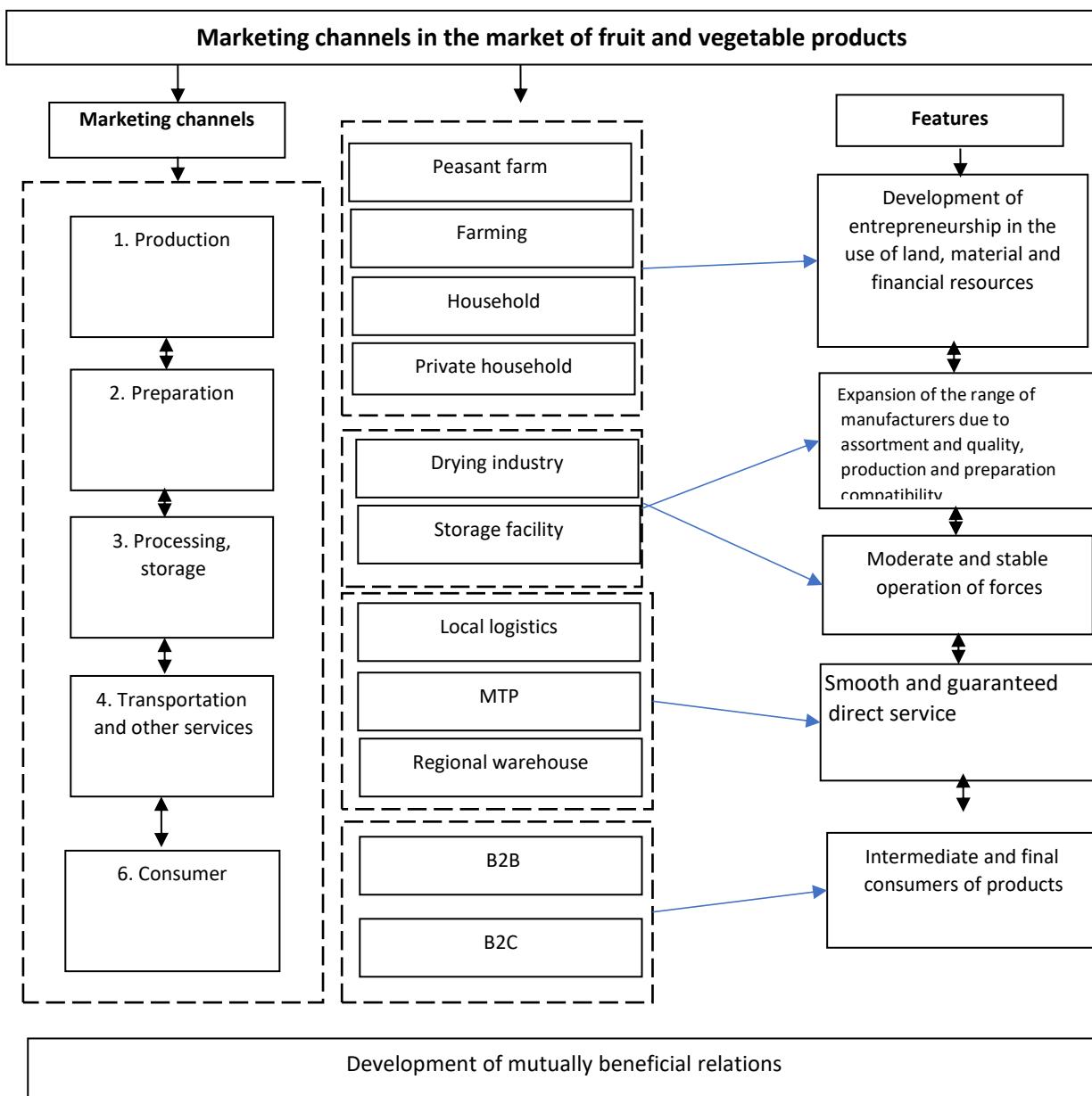


Figure 1. Marketing channels in the market of fruit and vegetable products

In the conditions of Uzbekistan, peasant farms at the disposal of the population become part of small farms, where they operate side by side with large producers, one of the most effective ways in the economy. In foreign experiences, even in countries where agriculture has developed at the expense of large farms, auxiliary farms, which are considered the private property of the population, maintain their effectiveness.

Summary

Today, the most important problem for the products produced in the agricultural sector is the organization of their organic sales process.

- use of an interdependent scheme of value creation based on mutual relations with consumers and partners in the trade marketing system of fruit and vegetable products;

- conducting in-depth marketing research to study domestic and foreign markets of fruits and vegetables and other agricultural products;

- on the basis of the factors of trust level (KT), period of cooperation (KP), importance of cooperation (KR), dynamics of cooperation (KD), strength of cooperation (KD), satisfaction with cooperation (KS) in the mutual relations of the participants of trade and marketing channels of fruit and vegetable products assessment;

- to take measures to help agricultural enterprises to use the wide opportunities created to purchase modern technologies for processing their products;

- continuous supply of raw materials, electricity, gas to industrial enterprises established in rural areas, construction of communication networks, etc.

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