

ENHANCING ORGANIC FOOD CONSUMPTION IN SAMARKAND: CONSUMER PREFERENCES, PRICE WILLINGNESS, AND CERTIFICATION TRUST

Introduction. The initiative by the Samarkand region, as directed by the President of the Republic of Uzbekistan, to develop organic agriculture and the production of organic food products between 2020 and 2025 reflects a strategic approach towards sustainable agriculture. By certifying land areas according to the international standard of Good Agricultural Practices (Global G.A.P.) for main types of exportable crops, and planning a gradual transition to organic production, this initiative aims at enhancing the export potential of the industry while ensuring the provision of quality food products to the population (Babakholov 2022). The adoption of ecologically oriented agricultural production and Global G.A.P. standards, coupled with the conduction of monographic studies and surveys to gauge the demand and supply potential for organic food, underlines a comprehensive effort to align with global sustainability trends and consumer preferences towards organic products.

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