

# ISSUES OF IMPROVING THE ORGANIZATIONAL AND ECONOMIC MECHANISM IN FRUITS AND VEGETABLES PRODUCTION

Introduction. In modern economics, the development of food strategies aimed at increasing production and protecting the consumer market is considered one of the most important scientific research not only in the country, but also in the world. Because "...currently more than 900 million people in the world, that is, one in nine people, are undernourished, and more than 30 percent of the world's population faces the problem of malnutrition. According to statistics, today the growth rate of our country's population is 1.9 percent per year. In our country, more than 2,000 babies are born in one day. On this basis, further improvement of food strategies implemented in the sector is required. It is known that in the implemented food strategies, the stability of the population's supply of fruits and vegetables is of particular importance. Therefore, the issue of ensuring food safety based on the research and effective implementation of new innovative opportunities to increase the volume of fruit and vegetable production per capita in accordance with medical standards is relevant.

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