
STRATEGIES FOR IMPROVING THE MARKETING SYSTEM IN THE AGRICULTURAL SECTOR OF UZBEKISTAN

Introduction. In recent years, the agricultural sector has received great attention in Uzbekistan as the main factor of economic growth and development. With its fertile lands and favorable climatic conditions, Uzbekistan has great potential to become the main participant of the world agricultural market. However, in order to fully utilize this potential, it is very important to improve the marketing system in the country's agriculture. Effective marketing strategies are of paramount importance in connecting producers with consumers, facilitating trade and promoting sustainable agricultural practices.

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