

## DEVELOPMENT OF AN EFFECTIVE SALES SYSTEM OF NUTS IN THE DOMESTIC AND FOREIGN MARKET

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**Abstract:** *In this article, the object of the introduction of an effective system of growing and selling nuts in the country, the circumstances of its development, the factors affecting it have been investigated and proposals on improving the system of growing and selling nuts have been developed.*

**Keywords:** *nuts, sales, marketing, growing volume, private marketing centers, factors, necessity.*



**Introduction.** It is known that one of the main laws of the market economy is the regulation of the market on the basis of supply and demand, as well as competition. As a market participant, each subject competes with exactly the same market subject by generating or offering demand for a particular type of product or service. Since the center of attention in the offer of products or services is the accommodation of the consumer, first of all it is necessary to be reckoned with by his wishes and requirements. While each of the consumers has its own individual approaches, the sides that have similarities and commonality in the demands that they place on certain goods and services are discernible. In turn, the manufacturer also tries to attract more customers to the minimum cost and its products.

Therefore, they focus on the effective organization of their activities by dividing consumers into groups, offering goods that correspond to the interests and requirements of each group of members, having correctly analyzed the complexity of individual approach to each consumer and these general aspects among competitors. That is, in conditions of increasingly strained competition, any manufacturer seeks to achieve a consumer guaranteed optimal satisfaction evazi of certain group extiojes due to the inability to provide the entire layer of the market. To do this, it is required to constantly study its consumers, diversify production by analyzing the effective system of sales in the domestic and foreign markets.

From an organizational point of view, it is important to form a mutually beneficial economic relationship between the parties and healthy competition by eliminating the existing shortcomings and problems by deeply studying the prevailing aspects of the "chain" joints formed on the basis of demand and supply until the nuts reach the consumer. Nuts grown in farmer and peasant farms are supplied to consumers through various sales channels and intermediaries by organizational entities, which differ from each other in terms of composition and function. Therefore, on the basis of the study of the activities and differentiation aspects of each of them, the development of methodological and practical recommendations on the elimination of existing problems in this system is an object of necessity.

Theoretically, the land area occupied by the walnut tree, as well as the market value of the product that can be obtained from it, can be considered either in terms of cost, or in terms of lost funds. At the same time, the cost of harvesting, storage and sale of fruit should also be taken into account.

**Materials and analysis.** In practice, due to the large number of peasant farms and their relatively high share in the total volume of production, a large part of the products grown in them is delivered to consumers through intermediaries. The formation of intermediaries interacting with consumers and peasant farms is more influenced by the following factors:

- real-time demand and lack of information such as supply, price, etc. in peasant farms in the production of products for the free market;
- high cost of selling products of small size (on average 100-200 kg) in retail markets;
- because the possibility of using bank loans of peasant farms that do not have legal status is limited, they prefer to receive initial capital from intermediaries;
- the fact that the sale of small-scale products in cash in relation to the sale by contract is considered beneficial for peasant farms;
- the fact that the harvesting of grown products takes a lot of time and labor, restricts the possibility of their delivery directly to consumers.

Therefore, it is important to create a system of providing producers with information on such factors as the balance of demand and supply in the markets, the level of prices, the number of intermediaries, identity, solvency, the period of activity and efficiency. It is permissible to admit that the current existing system serves in the interests of more intermediaries than manufacturers. For example, wholesale intermediaries bring to the markets the type of products to the channels of consumption at an acceptable price and term for themselves. Unfortunately, the marginal profit received in this process does not take into account the percentage of the manufacturer. Because they do not know exactly in which market and at what prices their products are sold.

As a result of the development of market relations, the introduction of new management and production systems, as well as the improvement of Science and science in the field based on innovative technologies, the cultivation of nuts and the organization of an effective sales system in the domestic and foreign markets, the improvement is becoming one of the urgent tasks.

Focusing on the theoretical framework and cause-and-effect relationship of this issue, the object of the establishment of an effective sales system in the domestic and foreign market as a result of a series of reforms in recent years has been increasing. Including:

- the increasing need to examine the impact of

seasonal factors on markets in the impact of climate change. It is known that the impact of global scientific changes is high on horticulture, in particular, the negative impact on the cultivation of nuts, which is an increase in the annual average of precipitation during the flowering and pollination season of nuts, together with the observation of anomalous cold weather in the spring season, requires special approaches to the field.

- it has been noted that the share of peasant and farmland farms in the cultivation of nuts is high, as the volume of products produced by them is small, and there is no practice of forecasting demand and supply in the field, as there is no mutual co-ordination, sharp fluctuations are observed in the markets.

- the presence of disruptions in the direct contact of the farmer and the consumer due to the high impact of sales channels on the price formation. That is, peasant farms are usually considered eligible to sell at wholesale prices to intermediary buyers because of the small size of production. And this has a significant impact on the disruption of interaction with the final consumers, adapting to modern market techniques.

- ineffective functioning of an order-based processing system with reactors and farmers. In our country, such industries as confectionery, medicine are steadily developing, forming a demand for nuts and its kernels. However, the form of economic conduct, the volume of production and the location of the peasant

farm create difficulties in the operation of the order, in agreement with the processing industrial enterprises.

- in the impact of export opportunities, the issues of adaptation to the demands and proposals of foreign markets and competitiveness require the renewal of production activities in the modern field of nuts.

- the fact that our country as a result of its accession to the WTO has a strong competitive edge in the agrarian market, requires the conduct of Modern marketing Research in the development of the industry.

- the development of new sales channels, digital platforms, mobile facilities is becoming a necessity to conduct modern research in the foreign market against the background of innovative developments.

- the growing agrotechnologies of products in developed countries, changing requirements for their composition and quality, there is an opportunity to occupy the market segment in international markets by growing organic products in our country.

However, the establishment of an effective system of selling nuts in the domestic and foreign markets is influenced by a number of factors, their condition is dampening in the development of the Walnut market. In particular, the number of Walnut producers, the volume of production, their territorial location, the form of Economic Conduct are the main factors affecting the Walnut market (Figure 1).

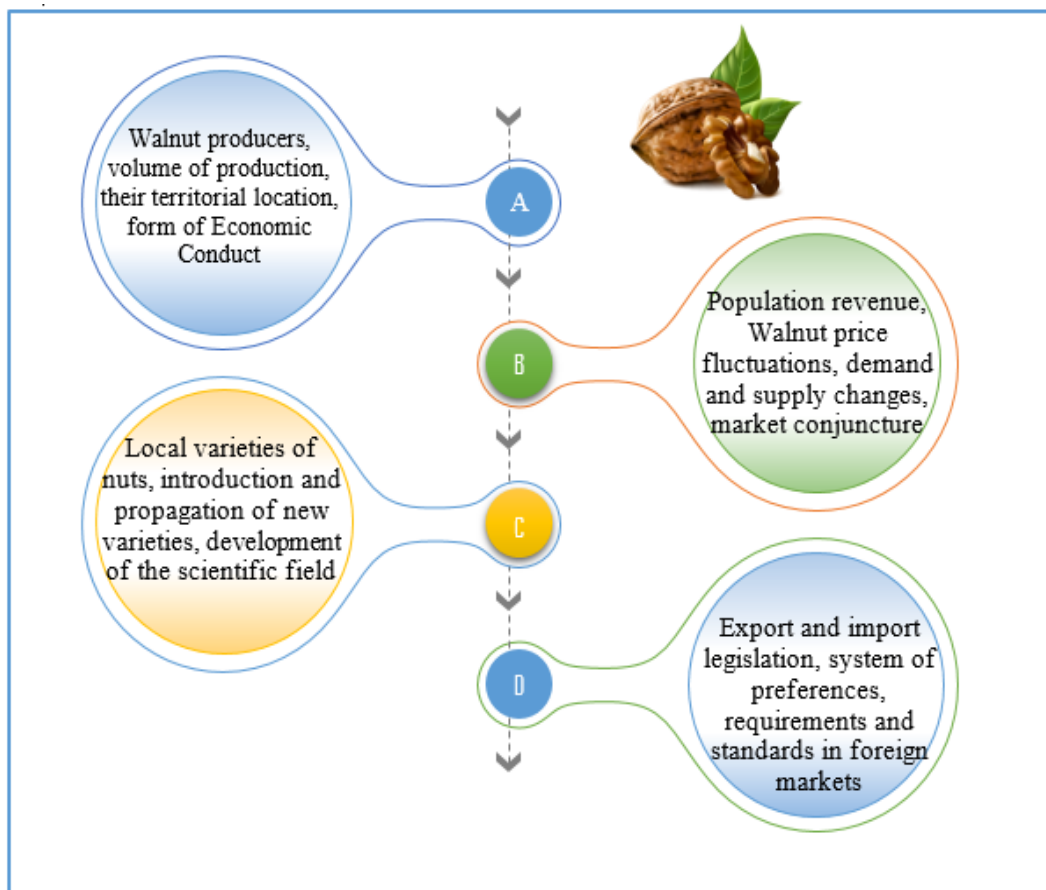


Figure 1. Factors affecting the organization of an effective sales system of nuts in the domestic and foreign market

**Discussion.** Also, in terms of economy, population revenue, Walnut price fluctuations, demand and supply changes, market conjuncture are also factors that have a significant impact on the development of the industry.

In addition, local walnut varieties, the introduction and promotion of new varieties, the development of the scientific industry, as well as the export and import legislation, the system of preferences, requirements and standards in foreign markets also affect the organization of an effective system of sales of nuts in the domestic and foreign markets.

As can be seen from the above, the scientific basis for the organization of an effective system of sales of nuts and nut products in the domestic and foreign markets is rapidly changing in the global environment, and its adaptation creates the need to organize the production of all participants in the market segment on a scientific basis.

The object of sustainable development of the system of growing and selling nuts in the conditions of a market economy is the need to organize, manage and promote the activities of the subjects providing marketing services. In particular, information on the dynamics of demand and supply, consumer tastes, preferences and status, which are formed in the markets in relation to agricultural products in developed countries, is supplied to the subjects of production with the following marketing structures whitewashed. Specially:

- through private marketing centers;
- through the marketing services provided by the state;
- through associations and various cooperatives;
- through the personnel of the special department and marketer in the farms.

Private marketing centers typically provide services through in-depth analysis of a specific market segment or type of product based on paid orders. The reason arises from the diversification of products and services such as new varieties, packaging forms, delivery methods through marketing analysis. However, in the conditions of our country, peasant farms, which grow products in small quantities and have low financial potential, do not have access to this service. Under these circumstances, the demand for a free system of marketing services by the state increases, and these services are carried out by the relevant ministries, research institutes.

Research has shown that in our country there are no specialized institutions that conduct analytical research on the solutions of marketing problems to nut growers. In practice, the farms themselves analyze the ways of organizing their activities in the markets using the simplest methods of marketing and form conclusions. Although the functions of government agencies also provide for the task of conducting marketing research, but in practice they do not pay enough attention to this issue.

**Conclusion and suggestions.** Therefore, in the future, it is desirable that the Agrarian Policy on increasing the income of the population through the establishment of an effective system of sales of nuts in the domestic and foreign markets (modern marketing methods) will cover the activities in the following main areas. Including:

- encourage the attraction of investments in the fields of Walnut cultivation, storage, transportation, processing and sales, respectively, the development of network services and the wide introduction of modern information

technologies, elements of the digital economy in bunda;

- provision of material and technical resources in the field of Walnut cultivation, storage and processing, development of modern machinery and technology imports incentives;

- implementation of complex programs covering the development of various marketing services to the network, along with achievements in agrarian Science in the cultivation of nuts, as well as the introduction of advanced agrotechnologies;

- taking into account the territorial specialization in the organization of subjects providing marketing services, in addition to public ownership, the development of private entrepreneurship, the promotion of productive use of the principles of Public Private Partnership;

- in the territorial-geographic location of infrastructure facilities, purchase of resources for nuts production in the regions, acquisition of new varieties of nuts with high yields, taking into account the opportunities of information supply on the sale of grown nuts;

- to ensure the economic stability of marketing services providers, to take into account the viability of Walnut plantations in the regions and geographically located at different distances relative to the Markets, service centers in the implementation of effective incentive supports;

- network specialization in the development of healthy economic competition in the market of marketing services and the development of scientific;

- voluminous complex developments in the range of services, taking into account the changes in the size of nuts grown in the region and the forms of Economic Conduct, as well as the development of special services based on technologies;

- to take into account in the development of infrastructure subjects that the problems in the activities of the subjects selling products in regions where the production density of walnut products is low, financial risks arise both to the manufacturer and to the service provider;

- to also take note of the conditions created for the free economic activity of producers in the organization of subjects providing marketing services in the cultivation of nuts, and to what extent the administrative intervention of management agencies in the activities of farms is;

- improving the quality of services through the effective use of the outsourcing system in the development of service sectors in cooperation with the scientific centers of the developed countries of the nuts industry;

- it is desirable to expand the scope of leasing services in the provision of Transportation visits, equipment for the initial processing of nuts, delivery to commercial premises, or to develop a system of subjects that provide these services.

- planning of production volumes of nuts on the basis of calculations of market capacity (year-round and season-round) within the territory of the Republic (implementation of the system of regional quotas for product producers);

- restoration of energy-saving capacities equipped with modern technical equipment and technologies that provide an opportunity to moderate the fire in the regions of large wholesale and retail farmer markets;

- it is important to improve the legal and regulatory framework for the export of nuts within the framework

of the country, develop export infrastructure, promote export-oriented farming and peasant farms that grow export-oriented products to the account of supporting competition in the export system, use methods based on scientific criteria.

In general, the dissemination of knowledge on modern marketing principles and methods in the field of growing

and selling nuts, methodological and practical assistance to manufacturing entities for their effective functioning in free market conditions, justification of the ways of introducing the results of science will serve to increase the effectiveness of the use of the production and export potential of this important.

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