

THE IMPORTANCE OF FOOD MARKETING IN AGRICULTURE FOR DEVELOPING COUNTRIES

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ABSTRACT

This article provides an analysis of the importance of food marketing in the economies of developing countries, development trends and some current trends, which are the basis for the development of the economy on a sustainable basis today.

Keywords: globalization, marketing, integration, economy, food, industrialization, supply and demand, capital movement, labor force.

INTRODUCTION

The world economy is becoming increasingly globalized and integrated, and the share of developing countries in this process of globalization is increasing day by day. Especially in the food market, developing countries play the role of suppliers. The world population growth, climate change, industrialization, food artificialization, and the shift of agricultural producers to other more lucrative sectors are undermining food security. At the same time, as the world's population grows, so does the standard of living of the population. This is leading to an increase in demand for food products. At the same time, industrialization, the reduction in the amount of land used in agriculture, the decline in the productivity of existing lands, water scarcity, and climate change are making it difficult to grow food in agriculture.[1] Declining supply at a time when demand for food is rising will pose a challenge to future food security.[2] To overcome this problem, it is necessary to accelerate the introduction of advanced, intensive technologies in the industry, the supply of grown food products to consumers without losses, the attraction of direct investment in agriculture.

MATERIALS AND METHODS

This article examines Kriesberg's marketing effectiveness in developing countries, the World Food and Agriculture Organization's reports and articles on

agriculture, trade, and food security, the author's articles on the subject, as well as articles published in international online publications.

The abundance of resources in developing countries, the availability of food markets, and the growing openness of these economies are becoming a great opportunity for many investors.[3] This, of course, forces food companies in these countries to think about increasing competitiveness.

The effective implementation of marketing policy in the food sector of the country largely depends on factors such as government policy in this area, the level of competition, living standards, quality of education, the provision of the industry with specialists.

Methods such as observation, document handling, study of historical facts, induction, deduction, discussion were used during the study of food marketing for developing countries.

RESULTS AND DISCUSSION

As the main focus of the labor force in developed countries is on other more lucrative sectors, the lack of resources is expected to be further offset by global food security at the expense of developing countries. It has been observed that in recent years the world's fixed capital has been moving from developed to developing countries. [4] Because developing countries have cheap labor and sufficient land, which is the main means of production, the share of agriculture in GDP is high, as well as population growth, which means new markets, resources and high profitability.

Along with the high share of agriculture in the economies of developing countries, this sector is also profitable, a large part of the employed population is engaged in agriculture. At the same time, the bulk of the population's income is spent on food. Kriesberg points out that this could be as much as fifty percent of total revenue and more. In the United States, the figure is 12%, and in Western Europe it is 16-19%. [5] The above data suggest that improving the system of food production and sales in agriculture in developing countries is an important factor in improving the welfare of the population.

At a conference organized by the Food and Agriculture Organization of the United Nations, Konstantin Michalopoulos highlighted four groups related to food trade in agriculture in developing countries in his report on special and differential approaches to agricultural trade in developing countries: [6] , Cairns group^[1] a group

of agricultural commodity exporters of which it is a member; second, a large group of countries with agricultural sectors responsible for the export of various agricultural products, as well as food importing countries such as India and other countries; thirdly, countries with a certain type of small agricultural sector face great difficulties in competing in agricultural trade due to climatic conditions or land constraints (e.g. small island economy) and finally the fourth group includes a small group of high-income developing countries, many developed countries as such, it prioritizes many of the functions it performs in agriculture, regardless of efficiency and productivity.

At a conference organized by the Food and Agriculture Organization of the United Nations, Gretchen Stanton of the World Trade Organization (WTO) presented at least six policies to strengthen food security in developing countries in her report on Agriculture, Trade and Food Security: Challenges [8]. says it depends on solving problems. These are: peace, efforts to strengthen the purchasing power of the low-income population, the effective organization of the system of production and sale of food, sustainable growth to ensure adequate food supply to the population, the provision of safe and efficient food to the population , providing food assistance in emergencies. [7]

We want to focus on food security and trade relations in developing countries. This is because there are enough problems with the cultivation and sale of food products in agriculture in developing countries. An analysis of domestic food prices for 58 developing countries, according to the Food and Agriculture Organization (FAO), shows that in about 80 percent of cases, food prices rose 12 percent from 12 months ago and 40 percent from three months ago. [9] These data show how urgent the issue of liberalization of trade in agricultural products is. Trade liberalization will be addressed by activating the marketing mechanism of agricultural producers.

CONCLUSION

Effective organization of food marketing in developing countries There are the following common challenges for export development:

1. Direct state intervention in the activities of food producers;
2. Lack of financial resources;
3. Lack of modern equipment and advanced technologies;
4. Various customs barriers to entry into the markets of developed countries;

5. Lack of specialists;
6. Low purchasing power of the population;
7. There are problems in the country, such as harming competition by giving special benefits to certain manufacturing entities.

It is also influenced by objective factors such as natural processes, seasonality, price and inelasticity of demand.

To the development of food marketing in developing countries:

1. Production growth;
2. The introduction of a new trading culture;
3. Significant changes are taking place, such as the introduction of a strong competitive environment.

These reasons are leading to rapid changes in the food value chain in developing countries. A food value chain is a set of actions related to the delivery of food products prepared by farms or dehqan farms to consumers. This includes the production, processing, storage, distribution, sale and consumption of agricultural products. Initially, most of the food was grown for personal consumption and exported to nearby stores for sale. To date, intermediaries, processors, suppliers, retailers and wholesalers have been added, from producers to consumers, and the food value chain has expanded. As the city's population expanded, consumers began to buy their products from supermarkets.

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