



Using Standards Based On Management Systems To Increase The Competitiveness Of Fruit And Vegetable Products

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Article History	Abstract
Received: 06 June 2023 Revised: 05 Sept 2023 Accepted: 30 Nov 2023	<i>This article examines the role and importance of agriculture in the economy of the Republic of Uzbekistan and demonstrates the need to improve the competitiveness of fruit and vegetable products in future economic reforms and the need for implementing a network management system. The SWOT method also shows the prospects and ways to increase the competitiveness of fruits and vegetables in the global agrarian and food markets.</i>
CC License CC-BY-NC-SA 4.0	Keywords: <i>Management systems, fruit and vegetable products, quality, safety, SWOT, competitiveness, standards</i>

1. Introduction

The ongoing reforms in the Republic of Uzbekistan aimed at creating a stable and efficient economy have already shown their results. In particular, in the short term significant progress has been made in the implementation of deep structural changes in the economy, ensuring the population's income, enhancing effective foreign trade and investment processes, agricultural reforming, sustainable development of small business and private entrepreneurship, and strengthening the banking and financial system.

In particular, following the results of 2023 the gross domestic product of Uzbekistan will make up 407514,5 billion dollars. soums. This positive result is achieved by ensuring that the average annual GDP growth rate for the period 1991-2023 is 4.5%. In this regard, creation of favorable business environment in the country, consistent implementation of investment policy aimed at modernization, technical and technological renewal of production is important.

In the Decree "On the Strategy of Action for the Further Development of the Republic of Uzbekistan"

- deepening of structural changes and continuous development of agricultural production, further strengthening of food security of the country, expansion of production of ecologically pure products, significant increase of export potential of agrarian sector;
- implementation of investment projects for the construction, reconstruction and modernization of existing facilities, equipped with the latest high-tech equipment for deep processing of agricultural products, production of semi-finished products and finished food products, as well as packaging;
- The priority of the agricultural products storage, transportation and sale, agrochemical, financial and other modern market infrastructure services [1] is a testament to the ongoing work in this area.

In the implementation of these priorities, modernization and accelerated development of agriculture, including further strengthening of food security of the country, significant increase of export potential of agrarian sector plays an important role in ensuring competitiveness of agricultural products not only in domestic but also in the world markets. One of the key factors in ensuring the competitiveness of products is the quality index [1]. At present the socio-economic development of the countries of the world in its essence differs significantly from previous ones. The main and most important aspect of this is the increasing integration and globalization of national economies. At the same time, these processes will also increase competition in the international arena and strengthen each country's struggle to strengthen its position in the international division of labor. Currently, it is important for most consumers and domestic or foreign partners not only the quality of the products, but also the quality of

the products from their production to the delivery process. The guaranteed implementation of these processes is ensured by the Quality Management System (QMS).

Literature review

Scientists of our country and abroad, including the CIS countries, have done a lot of research on improving the competitiveness of products and the development of management systems. Kotler F., Samuelson P.E., Ansoff. I., Thompson A.A., Porter M., Fleischer K., Bensussan B., Mescon M. have conducted research [2 - 8].

Scientists from the CIS countries Minko EV, Minko AE, Smirnov VP, Ryabova TF, Nikitin VA, Serova E., Khramova I., Semenov VV, Conti TN, Chaynikov VN, Ilina ZM, Rubin Yu.B., Fatkhutdinov RA, Sviridova OI Theoretical and methodological issues of the studied subject have been studied in his works [9 - 18].

Improving the competitiveness of fruit and vegetable products in Uzbekistan, theoretical and methodological foundations for the development of quality management systems Badalova MU, Muminov Sh., Khamdamov SH, Tashmatov RH Sadullaev U.A., Mirzajonov AK, Allanazarov A.Sh. and is reflected in the work of several other scholars [19 - 25].

At the same time, the issues of improving the competitiveness of fruit and vegetable products through the development of quality management systems are not sufficiently covered. This implies the need for scientific research in these areas, and determines the relevance of research.

2. Materials And Methods

The study conducted a SWOT analysis of the relationship between theoretical and practical knowledge, as well as statistical comparisons, on the basis of selective indicators, ensuring the competitiveness of fruit and vegetable products in the global agrarian and food markets.

Analysis and results

The future development of Uzbekistan's economy, including the agrarian sector, is directly linked to the processes of globalization and integration into the global economy, which has created a problem of international competition. Increasing domestic demand makes businesses more difficult. As a result, manufacturers in the country have entered into a competitive battle for goods imported from far abroad in two ways: to maintain their position in the domestic market and to search for new foreign markets. However, the quality of international competitiveness of domestic manufacturers is low.

For successful introduction and improvement of the quality management system at the enterprises of our country, it is necessary to study and apply the international experience of certified companies, to involve all employees in quality issues, to attract qualified consultants for the certification of the enterprise, the type and area of business. We believe that it is necessary to introduce quality management systems (QMS) taking into account features.

The major part of export-import products in the agricultural sector of the country is occupied by products of the sub-sector of fruit and vegetable production. The fruits and vegetables sub-complex of Uzbekistan has long been recognized in the world by its unique taste, richness of vitamins and ecological purity. Demand for such products is growing in the global market. In turn, it is important to introduce new processing techniques and technologies to the country to further strengthen ties with foreign partners to expand the market of agricultural products, especially fruit and vegetable products, and to develop the storage and processing industries. important.

In this context, the development of the agrarian sector in the country's investment programs will consistently fulfill the objectives of the development of the processing industry. It is worth noting that the efficiency of investments in agriculture is 14.3%, but the risk is 49.2% [26]. Hence, investment in the development of this sector requires the use of all available opportunities.

For this purpose, in our opinion, special attention should be paid to developing measures to attract foreign investments, increasing demand for domestic products in the world markets, improving the quality management system, maintaining modern logistics and supply chain.

In this regard, the development of agro-industrial systems based on scientific research, development of consulting services in the field of production, processing, standardization and agribusiness, in line with the ongoing reforms and the modern requirements of the Republic in the field of processing of agricultural products. In order to further develop the industry, increase the investment attractiveness of the sector and introduce modern technologies in the agrarian sector, Resolution "PQ-4406" On

additional measures for deep processing of food products and further development of the food industry”[27].

This is because even before the production and sale of fruit and vegetable products, there are certain characteristics, which can be explained by the fact that during the year large quantities of goods are exported, processed, dried and semi-processed. Also, the fruits and vegetables grown in Uzbekistan are unique because of their rich micronutrients and various biologically irreplaceable nutrients, as well as unique soil-climatic conditions and consistent four-seasons production of a wide range of high-quality fruits and vegetables. It is ahead of other countries with favorable facilities.

Modernization and accelerated development of agriculture of the Republic of Uzbekistan, including further strengthening of food security of the country, significant increase of export potential of agrarian sector, requires realization of agrarian production not only on the domestic and world markets. One of the key factors in ensuring the competitiveness of products is the quality index [28]. Currently, it is important for most consumers and domestic or foreign partners not only the quality of the products, but also the quality and safety of the products from their production to the consumer. Guaranteed implementation of these processes will be ensured through standards for management systems (MTs).

In addition, the introduction of standards based on management systems will also bring benefits to various parties in the business:

№	Interested	Benefits
1.	Organizations	- Improved corporate governance; - Increasing export potential of the enterprise; - Reduction of costs and resource efficiency; - Increasing the competitiveness of domestic and foreign markets; - Internal activity regulation of the enterprise; - Reduction in the volume of inadequate products - Solving social problems of employees and employees; - Improvement of the quality of specialist staff
2.	Consumers	- Food safety; - Increasing the naturalness of products; - Satisfaction of consumer demand; - Consumer choice
3.	Investors	- “transparency” of enterprises and organizations; - "Foresight" of the enterprise's future; - Possibility of obtaining stable devotional

Fig 1. Results of implementation of standards based on management systems

Effective use of management systems and certification on the basis of these international standards will give an impetus to the development of the industry, improving the level and quality of consumer products, as well as their competitiveness in the domestic and world markets.

With this in mind, we have analyzed SWOT for the introduction of management systems in the agricultural sector in Uzbekistan, particularly in the fruit and vegetable sector.

Table 2 SWOT Analysis of Ensuring Competitiveness of Fruit and Vegetable Products Produced in Uzbekistan through Management Systems in the Global Agrarian and Food Markets

Strong	Weak
- Extensive experience, knowledge and potential in Uzbekistan on growing vegetables, melons, fruits and grapes; - Presence of rich, diverse varieties and unique quality of fruits and vegetables that are not similar in the world selection; - Unique soil-climatic conditions of Uzbekistan, average daily days in the country are 320 days, consistent interchange of all four seasons creates	- Lack of management systems in accordance with international standards in the fruit and vegetable sector and inadequate certification with internationally recognized certificates; - inadequate infrastructure facilities and services on export corridors and roads; - Inadequate development of transport and logistics systems;

favorable conditions for cultivation of the main varieties of high-quality fruits and vegetables; - - starting from the first days of March, when natural greens will be harvested in the country and will continue throughout the year until early December, when grapes, melons, dates and quince will be delivered to the markets throughout the year, making Uzbekistan a reliable base for these products; - - Inexpensive consumption properties of fruits and vegetables grown in our country, such as natural sugars, amino and organic acids, essential micronutrients for health, and medicinal properties as a result of the irreplaceable biological substances in the diet; - - Uzbekistan has long been famous for its apricots, peaches, plums, pears, cherries, figs, pomegranates, quince, grapes, tomatoes, cucumbers, onions and many other fruits and vegetables, a unique taste and aroma; - - because of the combination of rare natural and soil-climatic conditions in the world, the most delicious and the most healthy fruits and vegetables in the world can only be grown in our region; - - international standards in the agricultural sector, the necessary institutional conditions for the development of quality management systems, and others.	- - low technical capacity of customs posts, low carrying capacity, and poor storage and serviceability; - - low level of mechanization of fruits and vegetables (40-50%), lack of specialized machinery used in the field; - - low yield of fruits and vegetables compared to developed countries; - - Lack of seeds and varieties of fruit and vegetables with high storage and long-term storage capacity; - - insufficient capacity to improve the design and design of agricultural products; - - insufficient storage capacity of special refrigerated warehouses for storing fruits and vegetables at the same temperature; - - Inadequate system of long-distance transportation of fruits and vegetables by refrigerators; - - Most farmers and dehkans do not have the necessary knowledge and skills and reliable information on world markets pricing, conjuncture and competitive environment, export procedures, regulatory and legal documents; - - underdeveloped consulting and services, agricultural infrastructure, etc.
Opportunities	Risks

- excess of domestic consumption of agricultural and other food products produced in our country and opportunities for their export to world markets; - High demand for Uzbek fruits and vegetables in the CIS markets (especially in Kazakhstan and Russia) and in other countries; - the Russian sanctions in response to the EU and US sanctions on the Russian Federation to boost Uzbekistan's export potential; - there are untapped opportunities in the republic for the production and processing of dried and dried fruits and vegetables; - Attractions and privileges provided by the government at the government level for the cultivation, industrial processing and export of fruits and vegetables in our country; - Expanding the system of special refrigerated warehouses for annual storage and export of agricultural products under government programs; - availability of sufficient land and water and labor resources to create additional orchards and vineyards in the mountainous and foothill areas of the country; - Creation of intensive orchards, modernization of production will lead to further increase in productivity and quality of fruits and vegetables; - expanding opportunities for investment in agricultural production; - application of the "single window" principle for luggage processing at customs offices, reducing the time of their registration and preventing stagnation, etc.	- there are no trends in sustainable development in the global food markets, and often, some countries or their groups, for their own political and lobbying interests, have undergone a stable situation in the markets; - Developing countries support their agricultural exporters with subsidies and other means and impose obstacles on imports in the domestic market, forcing our national exporters to compete in unequal conditions; - Increasing export of fruits and vegetables from China, Azerbaijan, Southeast Asia, India, Latin America and other countries, such as the Russian Federation and Kazakhstan, which are major partners in the export of fruits and vegetables; - The accession of many CIS member states to the World Trade Organization (WTO) will increase their competitiveness in the food markets and regulate exports under WTO requirements; - the export potential of these countries due to the increasing requirements of food quality standards, technical, sanitary, hygienic, phytosanitary, veterinary, environmental and other requirements in the markets of the European Union and other developed countries; - countries such as USA, Netherlands, China, Spain, Turkey, France, Italy, Germany, Iran, Belgium, Mexico, India, Poland, South Africa, Chile, Canada, Argentina, Greece and Egypt - major exporters of world food markets and strengthening of the role and position.
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The SWOT analysis shows that in addition to the various competitive advantages of introducing and developing the quality management system standards in Uzbekistan, there are some problems or weaknesses that can be overcome by addressing the global agrarian production in Uzbekistan through the development of quality management systems. and it is advisable to undertake a number of measures to ensure competitiveness in the food and food markets, including:

Formation and systematic development of unique agrarian centers for timely and timely resolution of problems related to long-distance transportation through special refrigerated warehouses, refrigerators, and storage of fruit and vegetables at the same temperature. Production of agricultural products in accordance with world standards and competitiveness in the global agrarian and food market requires the introduction of every other chain of the chain from international to international standards, including quality management systems.

4. Conclusion

In conclusion, modernization and accelerated development of agriculture in Uzbekistan, including further strengthening of food security of the country, significant increase of export potential of the agricultural sector, is one of the priority tasks, ensuring competitiveness of agricultural products not only in the domestic but also in the world markets. requires.

Fruit and vegetable production grown in Uzbekistan is a very rich and diverse variety, unique quality, inexpensive consumption, inimitable taste and aroma, from early spring to late autumn, even in winter. It is of vital importance to the domestic and world markets as it is delivered to markets at any time of the year. In general, ensuring competitiveness of fruit and vegetable products in the domestic and foreign markets, thus creating import-substituting, export-oriented products, first of all, increasing employment in the country, thus increasing the currency inflow to the country, thereby increasing employment. as well as increasing its image in the global agrarian and food markets.

Given that quality and safety is an important factor in enhancing the competitiveness of fruit and vegetable products in the global agrarian and food markets, quality and safety management systems are guaranteed at every stage of the chain, from production to delivery.

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