



## IMPROVING THE CULTIVATION AND PRODUCTION OF AGRICULTURAL PRODUCTS

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**Annotation.** *The current development of agriculture is increasingly focused on marketing aimed at identifying and meeting the requirements of certain consumers. Whereas in the past the enterprise primarily carried out research related to production, the marketing system is focused on analysing market conditions. If before planning the assortment of agricultural products it aims only at improving its quality, the marketing system mainly takes into account the requirements of consumers.*

**Key words:** *economy, export, agriculture, agro-industrial complex, scientific and technological development, driver, economic relations.*

### INTRODUCTION

Our country has great potential in agriculture. Many issues are related to this sector, from the abundance of our markets and the abundance of food for our people to generating additional income from exports.

Our President is not only thinking about today, but also about tomorrow, and has set out to take reforms to a new level with a vision for the future. An agriculture development strategy has been created for this purpose for 2020-2030. This will be the main point of growth, the "driver" of our economy. Thousands of jobs will be created, people's incomes will increase.

### RESULTS AND DISCUSSION

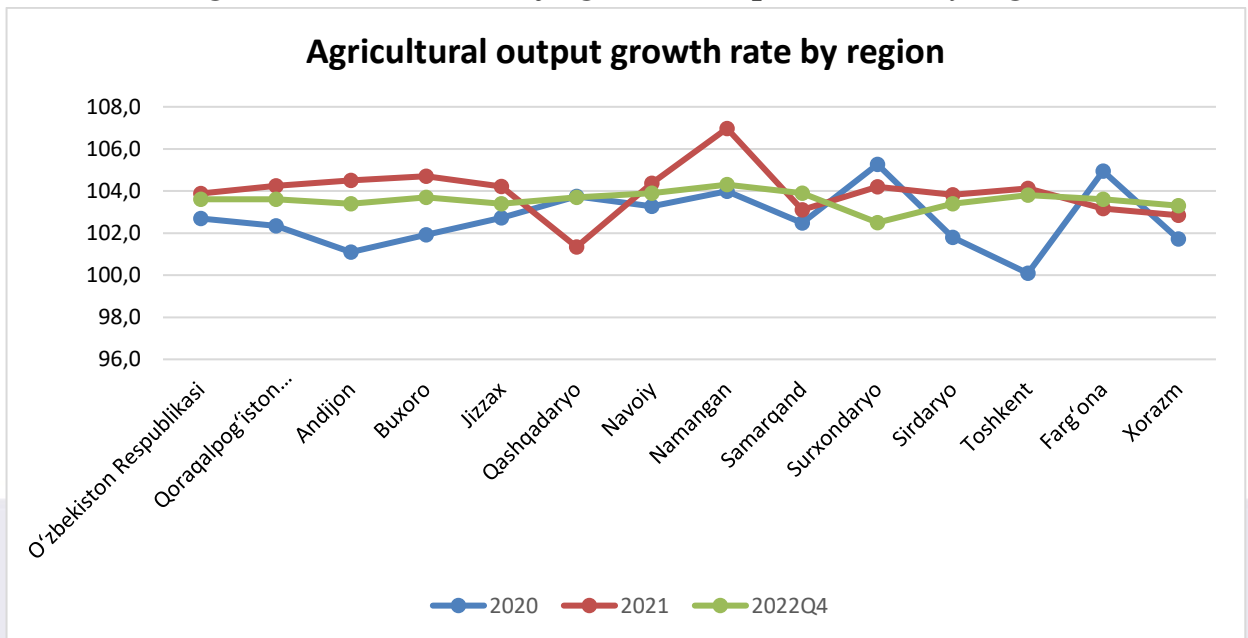
Particular attention is paid to the issues of increasing the export potential of the industry and increasing the production of products with added value; the world experience in this regard has been analyzed. For example, 1 hectare of land in Turkey yields products worth 2,000 dollars, in Egypt - 8,000 dollars, and in Israel - 12,000 dollars. In Uzbekistan, this indicator does not exceed 300 dollars. Our products are not able to compete in the foreign market due to the fact that it is not always possible to supply goods of the same standard.

To date, actual work is underway to introduce a product certification system based on standards of the European Union, East Asia and Arab countries. According to the analysis, although in our country billions cubic meters of water are directed to cultivated



areas for cultivation and production of agricultural products, only 60% of it reaches crops, 40% is lost in irrigation systems and irrigation.

*Figure 1. Growth rate of agricultural production by region*



In this regard, it was noted that real estate is also a great reserve, and there is a need to widely implement a logistics service and a system of cooperation in the field based on the principle of "one area, one product".

By the end of 2023, the work on rapid and reliable assessment of actual soil and crop conditions through space-based land sensing, which was started this year, should be completed. This system provides complete information on the vegetation process, the ameliorative state of the soil and the value of salinity, moisture level and allows increasing the crop yield by 25-30 per cent. The officials have been tasked with introducing a complete system to digitise the processes from sowing to implementation. According to data from previous years, Uzbekistan's food exports amounted to \$903 million. The results of smart technology indicators and the final results by mode of cultivation: the yield of food crops, such as vegetables, increased by 1.2 times, and the yield of fruits and berries by 1.9 times.

### CONCLUSION

First and foremost, qualified manpower is needed to effectively organise the above tasks. Based on international experience, the importance of introducing new teaching methodology in specialized higher education institutions, organizing travelling training sessions and seminars with the participation of professors and teachers has been noted. There are also shortcomings in terms of services. For example, in this system, due to the lack of competition, the price of services is high and there is no choice for the producer of the goods. Therefore, it has been stressed that there is a need to increase the types of



services through public-private partnerships in the supply of mineral fertilizers, crop protection, machinery and other services, as well as to establish private enterprises. While implementing the strategy till 2030, it is planned to work on the basis of market mechanisms and increase productivity in a phased manner.

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