

ASSESSMENT OF PRODUCT QUALITY IN FOOD INDUSTRY ENTERPRISES IN  
THE EUROPEAN UNION

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**Annotation:** *The article discusses the importance of the quality of food products, its assessment, and the factors influencing it. Additionally, in European Union countries, a system for expert evaluation of product quality in factories has been established.*

**Keywords:** *factory, food, product, product quality, quality management.*

Improving the quality of food products, adjusting their prices to the income of consumers is an important component of social and economic reforms being implemented in any country, including Uzbekistan. The President Sh.M. Mirziyoyev has set the goal of developing the food industry in our country by efficiently utilizing existing resources to increase the volume of production of food products, meeting the demand of the population in the domestic market, maintaining price stability, and strengthening the economic and financial capacity of agricultural producers.<sup>12</sup>

In today's world, various industries are actively implementing modern methods of managing product quality, especially in food industry factories. In the conditions of the modern market economy, any company's performance is characterized by its focus on quality management. The current economic situation in Uzbekistan requires local enterprises, especially in managing product quality, to adapt to the needs of consumers and implement modern management practices. Utilizing modern methods of managing product quality in food industry factories requires addressing the following tasks:

- analyzing the operation of local and foreign enterprises in organizing the management of food product quality in the process of production, determining the possibilities of using them in the enterprise's operations;
- developing and implementing management practices related to the national and international standards system used in the production and processing facilities in the management of product quality.
- identifying existing opportunities for improving quality management in food industry factories by rational use of production resources.

In economic literature, along with the development of various methods of managing product quality in factories by F. Taylor, guidelines have been developed for their implementation. According to the opinion of scholars, "the effectiveness of managing

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<sup>12</sup> Decision PQ-113 of the President of the Republic of Uzbekistan "On additional measures to expand and support the production, processing of agricultural products in 2023". 04/05/2023 <https://lex.uz/docs/6424449>

product quality in factories depends not only on developing various methods, standardizing them, and shaping a quality management system suitable for factory operations, but also on establishing internal (between production workers and management) and external cooperation relationships in managing product quality in factories"<sup>13</sup>. The establishment of internal and external cooperation in managing product quality in factories according to F. Taylor is considered a key condition for achieving high efficiency. According to him, internal and external cooperation in managing product quality in factories is evaluated based on the following influencing factors:

- through mutual consultation between factory managers and production workers participating in the production process, evaluating the existing situation regarding managing product quality through mutual discussion, identifying shortcomings, and creating opportunities to address them promptly. This ultimately contributes to increasing the efficiency of managing product quality in factories;

- external cooperation in managing product quality in factories plays a role in developing the food industry, responsible state organizations, including those involved in standardizing and certifying product quality, collaborate with organizations that are constantly consumers of the factory's products, to improve product quality by discussing opinions on the quality of products produced by the factory based on mutual consultation.

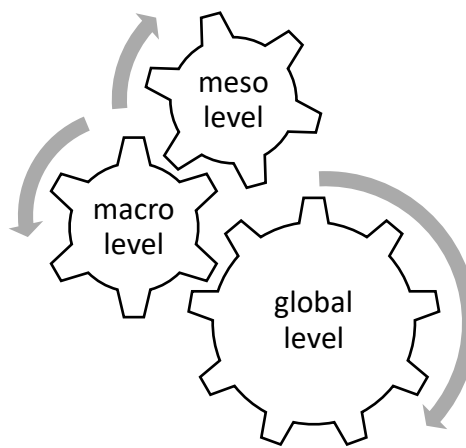
According to the analysis, the internal and external cooperation relationships established in the enterprise for managing product quality are characterized by being based on expert evaluation methods. In our opinion, F. Taylor emphasized the importance of external cooperation rather than internal cooperation in perfecting the process of managing product quality in the enterprise. Nowadays, modern methods of managing product quality in the world are based on the utilization of external cooperation, meaning that according to F. Taylor's theory, effectiveness is achieved by focusing on external cooperation relationships, aligning internal cooperation relationships with international standards and consumer requirements related to product quality in the enterprise. Scholars consider improving these cooperation relationships as a key factor.

In factories, the use of expert methods in managing product quality is evaluated based on practical experience. For example, according to the practice of the European Union countries, a three-level mechanism of expert evaluation system for managing product quality in factories (see figure 1) is implemented. According to this:

- first, at the regional (meso) level - quality standards and criteria established by relevant regional government agencies for food products and production processes related to food products within the territories of the countries are evaluated for the effectiveness of quality management practices in the factory based on expert evaluation methods.

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<sup>13</sup> Сливкина Ю.А., Часовских В.П., Воронов М.П. Применение экспертных методов в управлении качеством. Научное обозрение. Экономические науки. – 2016. – № 4. – с. 54-63.



1<sup>st</sup> picture. In the management of food industry enterprises in the countries of the European Union, the implementation of quality management using expert evaluation methods is evaluated at different levels<sup>14</sup>

- second, at the national (macro) level - the quality management practices in the factory based on expert evaluation methods are evaluated by representatives of state bodies in relation to legal and normative documents that establish standards and criteria for the quality of products produced by food industry enterprises and the processes of their production. This contributes to the alignment of standards for product quality and production with international standards in countries. As a result, the indicators of product quality of food products produced in factories increase, expanding opportunities for entry into international markets.

- third, at the regional (global) level - in the regions, the assessment of product quality management in factories is based on evaluation by a group of experts specializing in standardization and certification, according to normative documents and criteria established for product quality and production processes. This allows for the development of a unified system of standards for product quality in EU countries.<sup>15</sup>

The above-mentioned expert evaluation methods can be applied in our country's practice, taking into account the financial capabilities of enterprises. For example, the most expensive expert evaluation method involves conducting sociological surveys. In this case, each questionnaire filled out during the interview process requires a separate fee. Additionally, the process of reworking obtained information also requires relevant expenses. In developed countries, survey processes are conducted by marketing service companies. The rating evaluation method is characterized by lower cost requirements compared to other types of expert evaluation methods. This method is sufficient for reprocessing information related to company activities.

<sup>14</sup> Зеленкин В.Г. Управление качеством продукции на предприятиях молочной промышленности как фактор повышения их конкурентоспособности. Вестник ЮУрГУ. Серия «Пищевые и биотехнологии». – Т. 1, 2013. – с. 55-58 маълумотлари асосида муаллиф томонидан тузилган

<sup>15</sup> Зеленкин В.Г. Управление качеством продукции на предприятиях молочной промышленности как фактор повышения их конкурентоспособности. Вестник ЮУрГУ. Серия «Пищевые и биотехнологии». – Т. 1, 2013. – с. 55-58

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