

## PROBLEMS OF IMPROVING THE LOCAL FOOD MARKET

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It is known that the offer in the food market should be directed primarily to local consumers. The role of bread and bakery products in local food consumption is preserved. At the same time, consumption of fruits and vegetables is increasing. These processes mean that the welfare of the population is reaching a high level in terms of quantity and quality.

Although the regions of the region do not differ from each other in terms of the quantitative and structural structure of food consumption, significant differences are observed in the free prices of livestock products and fruits and vegetables. We believe that it is not enough to explain it only by differences in the level of income of the population. This situation indicates insufficient development of logistics and certain difficulties in interregional movement of goods.

It should be noted that the formation of specific cluster groups in the production and sale of food products is gaining importance. This is reflected in the concentration of certain types of production in certain regions. Therefore, it is necessary to take into account the existence of previously formed small clusters in the implementation of logistics development measures in the regions. Because in clusters there will be labor resources and, most importantly, entrepreneurial resources that can respond to the production needs of the network at a high level, or there will be opportunities to solve problems in this regard relatively quickly.

The formation of clusters in regional areas is based on the convenience of natural and climatic conditions. However, the entrepreneurial potential of the region comes to the fore as a decisive factor in the conditions where the economy is consistently becoming freer. The formation and development of a cluster begins with the initiative, enthusiasm and dedication of an individual entrepreneur.

Currently, private investments play a decisive role in the production of agricultural products. However, setting up modern production, such as intensive orchards, requires a lot of money. Because, in such a large-scale production, it is natural that the results will not be obtained immediately, and the funds will remain inactive.

Usually, one of the reasonable solutions to the problem is to attract bank loans. Measures should be taken so that agricultural entities can find their place in





the credit market. It should be noted that in recent years, the granting of loans to households for the purchase of livestock, poultry farming, and construction of greenhouses had a positive effect on the local food market. Exemption from income taxes in the production and processing of products by the population and farmers is also an important factor in stimulating the supply of investment in the local food market.

factor that negatively affects the market supply is the instability of food purchase prices. Officially, state prices are not set in this direction, that is, they are liberalized. At the moment, intermediaries-preparers and processing enterprises that buy products from producers of agricultural products try not to clearly indicate the purchase prices in the contracts that are drawn up in advance. During the harvesting season, the producer is forced to supply it at low prices. Therefore, activities aimed at establishing product storage warehouses should greatly alleviate the problems in this regard.

Due to the above problems, food processing capacities are not developing sufficiently. This is hindering the growth of domestic demand. Although many new enterprises have been established in the field in recent years, it is evident that the work in this field needs to be accelerated.


The following scientific-practical conclusions can be drawn from the above problems:

- the process of diversification of horticultural farms in terms of fruit types is not satisfactory. This situation is explained by factors such as difficulties in selling products - finding buyers, concluding contracts, low prices and the risk of uncertainty during the duration of the season, inability to compete with farmers in the process of selling to individual wholesale buyers;

- According to the composition of fruits and vegetables grown on all types of farms and their sales goals, most of the fruits consist of apples, grapes, apricots, plums and cherries, peaches, and the composition of vegetables consists of potatoes, onions, carrots, cabbage, tomatoes, cucumbers, and garlic. coming right. Such "polarization" in the tendency of farms to determine the composition of production is characterized by the purchase prices during the harvest season, the stability of demand in local markets;

- material and technical support services is low in farmers and farms, which occupy a very large place in the cultivation of fruits and vegetables. low interest in cooperation, lack of improvement of individual service mechanisms based on contracts, thirdly, contractual prices of material and technical support services are not acceptable for farmers and farms, fourthly, lack of open and public





information about the types of services provided, their price lists, the market of such services characterized by reasons such as lack of improvement;

□ most farmers receive informal advice from experienced gardeners and farmers in their area or other areas on crop care and agrotechnical practices. This is, firstly, the strong desire to grow "marketable" fruits and vegetables, secondly, the lack of development of the activities of specialized structures providing direct services in the areas of crop care, agrotechnical processing, product cultivation and storage, and thirdly, the activities of household farms. instability, extreme individualization is considered as a specific obstacle to the organization of such services;

□ the purchase of products by wholesale trade enterprises and processing enterprises at very low prices is considered as inconvenience in the field of trade. In particular, the lack of competitors of wholesale and processing enterprises and the presence of additional costs related to sales are against the interests of farmers and farms.

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