

## THE EFFECTIVENESS OF USING MARKETING STRATEGIES IN INCREASING THE EXPORT CAPACITY OF VINEYARD ENTERPRISES

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Uzbekistan is one of the largest producers of grapes in the world. The CIS also has a leading position in grape cultivation, according to the UN Food and Agriculture Organization (FAO) in 2016-2017, Uzbekistan ranked 18th in the world in terms of vineyard area, and according to MOBB, Uzbekistan ranked 15th in 2016 in terms of the volume of grape harvest. , ranked 6th in terms of grape harvesting and 5th in the world in terms of dried grapes.

In 2018, the vineyard area is 150,700. ha, increased by 17% in the last 5 years, 128.9 thousand in 2014. was to The total vineyard area of the wine variety is 11.5 thousand hectares or 7.6% of the total vineyard area. The following are the main grape growing regions in Uzbekistan:

1. Samarkand region (40.4 thousand ha)
2. Tashkent region (19.2 thousand ha)
3. Surkhandarya region (16.2 thousand ha)
4. Kashkadarya region (15.1 thousand ha)
5. Namangan region (13.9 thousand ha)
6. Bukhara region (13.3 thousand hectares),

In 2018, 1564.5 thousand tons of grapes were grown in Uzbekistan. Of this, 13.2 percent (206.8 thousand tons) was directed to export, 9.4 percent (146.5 thousand tons) to the processing industry, and the rest to domestic consumption and processing in the food industry. It should be noted here that according to the information of the international organization, table grapes consumed per person in Uzbekistan is one of the highest in the world.

In 2018, the yield of grapes is 10.4 thousand. made up . The average yield is 8-10 thousand grapes according to the wine variety. was at the level of According to FAO, the yield of grapes in China, Turkey, Iran, India and the Arab Republic of Egypt is 16 to 21 thousand. reached up to 2000, the yield of grapes in Iran and Turkey was lower than the yield in Uzbekistan. [9]

In recent years, there has been growth in Uzbekistan, the area of grapes has increased, the volume of yield has increased, and the export of grapes has also increased. In 2012, the share of grape exports was 9.9% of the total harvested grapes, and in 2018 it was 13.2%. Currently, the export of grapes in the volume of fruits and vegetables of Uzbekistan is 16 percent in physical volume.

The government attaches great importance to the development of viticulture. Decisions and programs are aimed at expanding the vineyard area, increasing productivity and reducing resource services by using new modern technologies.[2]

In particular, the Action Strategy for the development of the Republic of Uzbekistan in 2017-2021 envisages the intensive development of viticulture and horticulture due to the use of modern agricultural technologies. It envisages the transfer of low yield orchards and vineyards (26.4 thousand hectares of orchards and 14.1 thousand hectares of vineyards) to intensive methods based on modern agro-technologies.

There are specific problems for the effective development of the viticulture network, among which the following can be distinguished:

- insufficient development of the raw material base of viticulture products, first of all, the small scale of production of the technical variety of grapes and the fact that there are different varieties;
- the low planting of grape varieties and the decrease in their productivity do not allow to fully ensure the processing capacities for the production of finished wine products with high added value;
- non-observance of harvesting and delivery technology leads to a decrease in the quality of wine;
- the lack of a special chemical protection service for grape growers leads to the spread of many pests and diseases.

The solution of such existing problems in the network is very necessary, which creates good conditions for obtaining high results from viticultural products based on the cultivation of high-quality varieties. It is necessary to use foreign experiences.

In the legislation of the European Union and other countries, it is necessary to justify the creation of new vineyards based on the experience of viticulture, to ensure the production of quality wines based on the geographical indication, to apply the concept of "precise viticulture", and to achieve a differentiated approach to their cultivation. The advantage of the use of modern solutions leads to the reduction of management costs in viticulture due to the increase in yield and quality of viticulture (leading to environmental sustainability in the rational use of chemical resources).

As for the profitability of viticulture,

30 - 40 million for 1 hectare of grapes before harvest. is spent around (without setting up a business);

1 hectare of land can be harvested after 5-6 years;

Production costs for growing wine grape varieties per hectare - 30 mln. soum (productivity 100 ts/ha);

The selling price of 1 ton of grapes is 5 mln. soum;

The cost of 1 ton of grapes is 4 mln. around soum;

profitability will be around 20%.

There are 62 enterprises in the viticulture sector, of which 16 enterprises are producing primary grape products, 42 are producing alcohol products, and 4 are producing ethyl alcohol. They



include 17 joint ventures with Russia, USA, Bulgaria, Israel, Latvia, Germany, Great Britain, and Kazakhstan. There are also 82 special general markets, including 507 company stores.

As for the export factors, Uzbekistan has not been able to sufficiently increase its export potential in the viticulture sector. It was influenced by internal and external factors.

In recent years, as part of the liberalization of foreign trade and economic reforms, measures have been taken to reduce state regulation of the export of fruit and vegetable products in Uzbekistan. In 2018, the export volume of vegetables increased by 84%, compared to 53% of fruit and vegetable products in this period last year (in terms of value). It is expected to have a positive effect on increasing the export potential of fruit and vegetable products on the basis of shortening the procedure for the export of fruit and vegetable products, abandoning the state monopoly and regulating export prices.[3]

Insufficient development of infrastructure and logistics, limited number of large producers, export potential of grapes is limited by domestic demand. Uzbekistan can increase the export of grapes and its processing, but the preservation of yield and cultivated area from last year's level will lead to a decrease in the volume of grapes in the domestic market, which will lead to an increase in prices. In order to meet the domestic demand and to increase the volume of exports, it is necessary to speed up the cultivation of vineyards based on the increase of their yield and the quality of the grown grapes.[4]

Middle Eastern countries are the main foreign market for Uzbek grapes and their processed products. The major importing countries are Kazakhstan and Russia, which account for almost half of the exported grapes. This analysis shows that exports are very poorly diversified, which allows importing countries to transfer prices based on their own conditions.[5]

Despite the fact that Uzbek grapes have a competitive advantage based on their price and taste characteristics, China, Europe, and East Asian countries remain untapped markets for Uzbekistan.[6]

The reasons for this situation are as follows:

- there is a high demand for the quality of agricultural products in foreign markets;
- existence of tariff and non-tariff barriers in importing countries;
- high level of competition in foreign markets;
- high transport costs.

The price of Uzbek grapes in foreign markets is low compared to the price of the main competitors. It definitely needs to be used and considered as a competitive advantage. Also, the average weighted price on the Russian market (calculated based on UNComtrade data) in 2018 was \$1,018 per ton for Turkish grapes, \$1,586 per ton for Indian grapes, \$796 per ton for Uzbek grapes, and \$939 per ton for Moldavian grapes. Here, the number of importing countries that are potential consumers of Uzbek grapes should be increased, when the number of importing countries is small, the risk of price dictation by importers is high.

A large share of the export of viticulture products is occupied by primary processed - wine materials, brandy alcohol. At the same time, the export of ready-made wine and brandy products remains low enough. This is due to the fact that Uzbek ready-made wine products are not well known and there is no demand for them in the foreign market.[7]

As of September 1, 2020, Uzbekistan exported more than 51 thousand tons of grapes to 13 countries. Grape products grown mainly in Fergana, Tashkent, Khorezm and Namangan regions were sent to foreign countries. As of September 1, 2020, more than 51,000 tons of grapes worth 46.8 million US dollars were exported abroad. 10.4 thousand tons more compared to September 1, 2019. The main share of exported grape products: 15.3 thousand tons of Fergana, 9.6 thousand tons of Tashkent, 7.2 thousand tons of Namangan, 3.6 thousand tons of Khorezm and 3.1 thousand tons of Kashkadarya regions. 22.8 thousand tons of grapes were exported to Kazakhstan, 20.6 thousand tons to Russia and 7.1 thousand tons to Kyrgyzstan.

In increasing the export potential, special attention should be paid to:

1. In order to diversify the export geography of Uzbekistan's fresh and dried grapes and viticulture products, the markets of East Asia (China, South Korea), the Middle East (the United Arab Emirates, Saudi Arabia for newly grown grapes), Europe (Germany, the Netherlands, Great Britain, Poland) mastery is necessary.
2. Reduction of barriers for Uzbek products in foreign markets, allows to make an agreement with existing countries on reduction of non-tariff barriers in relation to Uzbek products in export markets. For example, since Uzbekistan is not a member of the International Trade Organization, preferential treatment for goods imported from Uzbekistan to the Chinese market is not distributed, and the customs duty on wine imports is 180 percent. It is necessary to continue the work on the formation of "green corridors" for the export of fruit and vegetable products.
3. In order to increase the supply for the export of finished wine products and reduce the export of primary processed products, it is desirable to develop a support mechanism for the export of bottled products intended for final consumption (participation in international fairs and exhibitions, financing the marketing of grape products in foreign markets ).
4. It is important to take into account the active promotion of the brand of Uzbek wine and wine products and increase the recognition of the product when selling grapes in traditional and foreign markets. [8]

For this, the following is suggested:

- active participation in a large international fair with Uzbek wine products, contests dedicated to viticulture;
- promotion of the country's products through trading houses, diplomatic missions of Uzbekistan abroad;



- attracting marketing and PR companies of potential importing countries to promote Uzbek products in local markets;
- Offering the country's wines to tourists visiting Uzbekistan.

There are necessary conditions for the formation of effective and advanced agro-logistics for increasing export potential in viticulture. Therefore, it is necessary to speed up the creation of agrologistics centers that can provide a wide range of product selection and packaging, storage and transportation services based on the requirements of the foreign market. At the same time, this agro-logistics complex should be able to provide consulting services to agro-producers regarding the requirements for fruit and vegetable products in the market of importing countries, the requirements of the market conditions of agro-food products.

Development of wine tourism. Great attention should be paid to the development of wine tourism, which plays a major role in increasing the demand for wine products in our country. However, Uzbek wines cannot boast of their popularity in the foreign market, because wine tourism does not exist in our country. In this direction, it is proposed to add a visit of tourists to vineyards to the gastronomic tour and the tour of historical places. In the gastronomic routes, it is planned to add the country's wine to Uzbek food. Various tourist itineraries in combination are successfully implemented in the world, for example, in enotourism you can visit historical places and eat wines in it.

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