Dairy products in the food market of Uzbekistan

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Abstract.
The dairy market is the most important area of agriculture not only in Uzbekistan, but throughout the world. There is constant competition in this area, which creates requirements for the quality of this product. The main task of producers is to provide the population with quality dairy products at an affordable price. This article analyzes the development of the dairy industry at present in the Republic. The production segments by the number of output are considered. Proposals have been made to improve the development of the dairy industry in the Republic of Uzbekistan.

Key words: economy, milk, export, import, profit, cost, Uzbekistan.

Introduction.
The dairy market is important in the food market. Dairy products have always been and are in great demand among the population. The dairy market is very diverse, the dairy industry covers the production of many types of products, such as butter, cream, sour cream, cheese, cottage cheese and many others.

Methodology of the research.
The article is written using data collection on the dairy structure of the Republic of Uzbekistan and the countries of the world as a whole. Methods of analysis, induction, synthesis, and grouping are used. Unit of price measurement in the national currency of Uzbek sum and in US dollars.

Result of study.
The market is currently filled with various food products; the functional food market consists of 65% of dairy products. Every year, the range of dairy products on the market increases, as well as the volume of sales, all this is due to the growth of incomes and the promotion of a healthy lifestyle.
More than 600 million tons of cow's milk are produced annually in the world. According to world experts, about 60% of milk production in the world is accounted for in 10 countries as of 2017.

**Figure 1. World leaders in milk production for 2017**

![world leaders in milk production](image)

The main exporters of dairy products are the United States, the EU, New Zealand, and Australia. The EU is the second largest exporter of dairy products in the world. 133.2 million tons of milk was produced in the EU from January to October 2019. In the United States, 82.8 million tons of milk were produced during the same period.

The level of consumption of milk and dairy products per capita is one of the indicators of people's well-being. In 2016, the average per capita consumption of milk in Uzbekistan was 279.6 liters. The level of milk consumption and consumption rates vary significantly throughout the world. For example, in European countries, the average consumption rate is 306 liters per year, in South Africa, 60 liters per year.

The number of enterprises producing dairy products is stable, their number is about 809 enterprises producing milk itself. Due to its climatic and economic conditions, a significant number of producers are located in Tashkent, then in Tashkent, Ferghana, Andijan and Samarkand regions, dairy cattle breeding is actively developed here, which gives maximum labor supply to the agricultural population. High organization of work at the enterprises of the dairy sector, the key to successful development. Since it is necessary to observe the diet, care for cattle, and storage mode in a timely manner. If new technologies are applied, automation can reduce labor costs by up to 4 people per 1 centner of milk.

Modern enterprises take a guideline for maximum profit, marketing companies, in turn, conduct an analysis of customer demand, and in accordance with the range of dairy products that meet all the requirements of customers.

The dairy market consists of:

- an entity in the form of an enterprise that produces milk and processes it, a sales company, etc.;
- legislation on market regulation;
- institutional structure consisting of organizations related to market regulation.

Freshly obtained milk can already be considered a product, but it will be considered ready for consumption only if delivered to the consumer. Accordingly, there are additional costs for storage, sorting, packaging, all this leads to an increase in the cost of the finished products. Cost reflects the level and degree of housekeeping, the use of labor resources, land, the use of equipment and other various factors.

Do not forget about small marketing approaches. Previously, they went for milk with their own containers, then switched to glass containers, which had to be returned, and now there is a large variety of milk packages. There is a tendency among consumers to consume packaged milk in cardboard boxes, rather than the milkmaid of the next street pouring milk into cans. We must agree that for consumers, this type of packaging is not only convenient, but also more aesthetic. This type of packaging creates an additional margin on the cost of milk itself. One consumer spends about 42 cents per liter of milk buying it from street vendors, while another consumer prefers to buy it from a supermarket for 78 cents. For residents of megacities, such a small difference in the price of milk is not noticeable, and manufacturers can focus on packaging.

The dairy industry has been and remains a profitable area of agriculture, since the population constantly purchases dairy products, everyone can afford it. In this regard, the range is constantly expanding, manufacturers produce a large variety of products from the cheapest to the most expensive, so any resident can buy dairy products of any kind to afford. Thus the volume of net revenue from the sale of dairy products in 2015 amounted to 621 billion Uzbek sum.

The dairy industry is one of the industries that allows the population to be loyal to local producers. Due to this, local producers remain in the domestic market, not trying to enter the foreign market. As a result, the volume of exports across the entire range of dairy products is reduced. Exports are declining, while imports are increasing slowly. The growth in imports of dairy products in 2016 determined to 1.4%, this amount includes such products as condensed milk and butter.

Despite the large assortment of dairy products, milk itself remains the most popular among the products. Milk production is becoming increasingly difficult, due to the increasing requirements for raw milk, this creates great difficulties for farmers. Farmers are looking for new ways to improve the quality of milk to meet the requirements. One of these methods is to provide dairy cattle with feed additives, improving the sanitary and hygienic conditions of livestock.

The state provides all kinds of support to this sector; the President of Uzbekistan extended tax credits for five years for micro-firms and small enterprises specializing in meat and milk processing.

By decision of the President, until January 1, 2021, enterprises specializing in the processing of meat and milk will have at their disposal 50% of the paid EPP rate. But there is one condition under which the saved funds will have to be directed to the technical re-equipment and modernization of production, the
creation of new and equipment of existing laboratories, the development of new types of products, as well as the development of the raw material base.

**Conclusions**

Cost can be reduced in several ways:
- increase productivity, increase the number of livestock, thereby increasing the volume of milk production. Productivity can be increased by high-quality feeding of livestock, provision of premises, and improvement of maintenance technology. In this case, the cost reduction is due to an increase in production and a constant amount of fixed costs;
- increase of labor productivity, economical use of material resources, reduction of productive expenses, use of NTP, due to this, production costs are reduced.

Do not forget about the systematic factor; the formation of clusters in the production of dairy products is practiced. By a cluster is meant a complex based on entrepreneurs and people employed in the production process in a certain territory united by the goal of creating a better final product. On the territory of the Jizzakh region, 11 thousand hectares were allocated to create a cluster in the field of meat and milk. The creation of this large cluster was regulated by a resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated June 23, 2019 “On measures to create an agro-industrial cluster of meat and dairy products in the Jizzakh region”.

The cluster is a powerful engine of production, since all enterprises in the chain are integrated with each other and are aimed at increasing competitiveness.

The dairy market is a very attractive industry for investors, as it has some positive qualities: low-cost highly qualified labor resources, low prices for industrial land plots, and others.

The market for dairy products needs to be improved. we need to develop multilateral legislation that will reflect the requirements for farmers to the quality of dairy products. Another way to increase demand for products is to advertise the consumption of dairy products and promote them as a key factor in a healthy lifestyle.

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