

## IMPORTANCE OF MARKETING IN AGRICULTURE

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**Annotation:** *In this article, it is described the importance of marketing in agriculture, agro marketing subjects, specific characteristics of agromarketing and the main indicators of agriculture in our republic.*

**Keywords:** *agromarketing, marketing, agriculture, product, market.*

Agromarketing is a process that begins with the decision to produce a marketable agricultural commodity and includes all aspects of the market structure or system, functional and institutional, from a technical and economic point of view. It includes pre-harvest and post-harvest operations namely collection, classification, storage, transportation and distribution.<sup>1</sup>

Agricultural marketing is one of the many problems that directly affect the prosperity of the farmer. Agricultural marketing broadly includes all operations related to the movement of commodities and raw materials from the field to the final consumer.

It includes pre-processing, grading and packaging to process the product, maintain and improve quality and prevent wastage.

Agricultural marketing includes services for the transfer of agricultural products from the farmer to the consumer. These services include planning, organizing, routing and processing of agricultural products to the satisfaction of farmers, middlemen and consumers. In doing so, many activities such as production planning, cultivation and harvesting, sorting, packaging, transportation, storage, agricultural and food processing, market information provision, distribution, advertising and sales are carried out. interrelated activities are involved.

**Why Use Agricultural Marketing?**

Agricultural products are perishable; therefore, if not sold in time, it leads to crop wastage. All wasted harvest means land, water, labor, storage costs, and no revenue for it.

Agromarketing subjects are:

- suppliers of raw materials, production and labor resources, material and technical means;

-all agricultural producers;

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<sup>1</sup><https://www.businessmanagementideas.com/agricultural-business/agricultural-marketing-definition-characteristics-types-functions-and-measures/19934>

market infrastructure organizations, wholesale and retail trade organizations and various intermediaries, agricultural marketing specialists, commercial and consulting centers, etc.;

-various consumers of agricultural products and food products.<sup>2</sup>

Specific features of agricultural marketing

Economic results in agriculture depend on natural conditions. This feature of agribusiness is the basis for organizing not only production, but also marketing activities. Land as the main means of production in agriculture, as well as the quality of its use determines the subsequent quality of the produced product, its size and assortment.

In agriculture, the work period does not coincide with the production period. The effectiveness of agricultural marketing in this particular aspect depends on the correct assessment of demand and its satisfaction, taking into account forecasts and trends.

Production is seasonal. Taking this feature into account, marketing forms and methods are formed in agriculture.

Production of vital products. Since agriculture is mainly engaged in the production of food products, agromarketing is faced with the tasks of timely delivery of products in the right amount and assortment to different categories of consumers based on their age, gender, financial status, and religious beliefs. to meet the demand of any customer.

The large number of forms of ownership in agriculture determines a large number of methods of marketing activities. Competition between owners of different forms of ownership allows for the development of new strategies and methods. According to the forms, agricultural marketing systems are formed that differ from each other in terms of functions, management, adaptation to consumer demands and needs.

Lack of specialists in the field of agricultural marketing. In addition, agricultural marketing as a discipline is still developing and does not have specific approaches to learning, which does not allow to perfectly name the educational programs of students currently studying this specialty.

Inadequate marketing support in agriculture. It is possible to assess the effectiveness of marketing activities only if the entire system of agricultural business management (product production, processing and sale) is taken into account. Assuming that if the information supply fails at a certain stage, the subsequent calculations will be incorrect and will not bring the greatest beneficial effect that can be achieved in a comprehensive work at all stages possible

Agricultural marketing techniques have their own characteristics related to the specific characteristics of agricultural production and agricultural products. The practical application of marketing in agriculture is more specific than limited. In the conditions of daily market competition, the manufacturer takes into account not only the natural and economic conditions of the region, the technological features of plant cultivation, the

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<sup>2</sup><https://jgdb.com/business/marketing/types-of-marketing/what-is-agricultural-marketing>

selection of animal breeds, but also pays attention to existing, most importantly, promising products. The solvency needs of potential buyers are flexible to changing market conditions and the target for agricultural marketing is in a better position.

On September 6, 2019, the President of the Republic of Uzbekistan held a meeting dedicated to the priority directions for the development of agriculture in 2020-2030. At this meeting, attention was paid to entering a new stage of agricultural development, introducing innovative and technological innovations, analyzing international markets. In particular, the development of the value chain in agriculture, the stimulation of local production based on the requirements of the foreign market will lead to economic efficiency.<sup>3</sup>

Agromarketing is a complex system that requires regulation and management. An agricultural enterprise is not self-sufficient, so there is a constant exchange of resources and information between it and the surrounding marketing environment. Its existence and subsequent survival depends on environmental influences. In order to continue its activities, the agricultural enterprise must, on the one hand, adapt to changes in the external marketing environment and, on the other hand, influence it based on its capabilities by developing various agricultural marketing campaigns. forced to show The agromarketing system includes a set of the most important market relations and information flows connecting the agricultural enterprise with product markets.

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<sup>3</sup>The speech of the President of the Republic of Uzbekistan on September 6, 2019 at the meeting dedicated to the priority directions of the development of agriculture during 2020-2030.