

MARKETING OF FOOD PRODUCTS AND ITS SAFETY

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Abstract

in the article the activities of the food industry and is dedicated to ensure marketing of food products and its security discuss further improvement of this system. Brief information on further optimization of the existing security mechanism of the food industry are given.

Keywords: marketing, food security, food products, processing, import, export, the safety mechanism in the manufacture of food products.

Introduction

Today, small-scale industry by organizing small-scale industrial zones, expanding the volume of production, expanding the assortment of goods it is important to develop the activities of enterprises of zones, carry out marketing activities in them, effectively assess the activities of enterprises of small industrial zones and develop their development strategies in the future. Organization of marketing activities, especially in product production enterprises, the development of marketing strategies for the development of the activities of enterprises has an important place.

The present stage of development of the economy and society of our country one of the most important problems with the food products and the food security of the population of full-fledged provides. The food market of the products produced in the country both filled with the need of the food industry refers to the effective functioning of the lens, because eventually the level of living of the population, not only, but also depends on both the development of the economy in general.

Come out from the requirements in the production process of food products, for human health should be the quality of his unharmed. The activity of the requirements established within the framework of existing products that have to look at the direction of the basic requirements. The food industry currently in the activities of enterprises in the internal, the external environment, the variation of uneven specialize in the production of food products has enough influence to the activities of enterprises as the main factor. In particular, the price of raw materials and raw materials of its vibrations related to the seasons of the year without constantly mavsumiylik of substitute products and the range of food products such as can say. In such a situation was created in the innovative activity of enterprises of the food method, in case the amount of ways to spend their resources at the time of the set goals to achieve through the introduction of a mechanism for allowing plays an important role in.

Literature Analysis

Performed research within the food industry enterprises in the activities of food security in our local market strategy in the food industry on the formation of research scientists



ziyavitdinovanning n. m. them the directions of development of the organizational structure of the development and management of the network is improved.

I. Yu.Umarov's research on the evaluation of food safety in the food industry while research methodological approaches developed and made. The practical aspects of the financial and economic potential of food industry enterprises in the territory will be evaluated¹.

Scientists from foreign researchers, mann d. Bitner, Sf R., Stevenson, j. v. Tompson AA, Vebster F. and others. the industrial sector, in particular in the activities of the food industry to improve food safety management based on the business area and the vertical and horizontal mechanisms of studies have been conducted on the development of a cluster approach².

Opinion in the activities of enterprises in the food industry to ensure food security impact assessment and risk management into the process and the competitiveness of its business, and factors to assess the effects of the activities of the food industry enterprises of food industry enterprises to improve the activities mavsumiylik issues and reduces the period of development of the business sector increases economic efficiency indicators.

Research Methodology

Research and evaluate data that are necessary to ensure food security in the work carried out on the basis of the studies have been widely studied from the theoretical and practical aspects. On the basis of official statistics in the form of statements comparable asosiyda won. Research methodology of scientific research in the process of implementation issued abstraksion, was using the method of analysis and synthesis.

Analysis and Results

The social significance of marketing is to identify, formulate, measure, optimize and best meet the needs of specific people, businesses, population groups, and society as a whole in goods and services. With the help of marketing, production is constantly focused on tracking changing needs and meeting them.

Marketing is the link between the bearers of needs and those who can and want to satisfy them. The production and economic importance of marketing is to increase and maintain production efficiency due to – the manufacturer's confidence in the feasibility of their products;

- flexibility and mobility of production;
- the release of competitive products;
- timely preparation and development of new products;
- rapid promotion of products to markets;
- minimizing unnecessary costs and losses from the release difficult-to-sell goods, from delays in sales.

As a result, marketing improves the quality of people's lives and improves production. Marketing in the food industry makes it possible to more accurately determine the degree of satisfaction of the needs of the population and individual social groups in specific food products

¹Umarov I.Yu. Oziq-ovqat sanoatida tadbirkorlik faoliyatini rivojlantirish (Andijon viloyati misolida). Diss. i.f.n. AMII 149 b. A. – 2009

²Полухин А.А. Организационно-экономический механизм модернизации сельского хозяйства России/ А.А. Полухин// Аграрная Россия. – 2012 - №5 с. 23-29



and, on this basis, target manufacturers to manufacture appropriate goods available to people in need.

The number of enterprises operating in the food industry and the size of the product manufactured by them is increasing from day to day. The production of consumer goods food 2012-2022 republic - years to achieve stable growth trend in fostering, in particular, 21527,8 billion in 2012.the sum of the organization, the year of 2022 come to 145011,6 billion. to reach the total development of this industry by statistical data and trends.

The results of the analysis shows that the production of consumer goods food 2012-2022 Republic - years to achieve stable growth trend in fostering, in particular, 21527,8 billion in 2012.sum establish the year of 2022 come to 145011,6 billion. we can see that the sum had reached (table 1).

1-table The dynamics of the production of consumer goods food development in uzbekistan³

Indicators	y 2014.	Y 2015.	2016 y.	2017 y.	Y 2018.	Y 2019.	Y 2020.	Y 2021.	Y 2022.
Consumer goods production, billion.sum	33868,5	42085,5	48253,8	59690,4	83512,6	101417,5	129348,6	155159,1	145011,6
per capita consumption goods production,thousand,sum	1101,1	1344,6	1515,1	1842,9	2534	3028,3	3778,6	4443,8	4067,8
consumer goods production growth, %	109,4	109,7	106,0	106,7	114,7	115,6	105,7	113,9	120,7
the production of food products, billion.sum	18154,6	18154,6	21970,3	23305,7	24053,2	29687,3	44014,1	55327,3	60474,7

Today's socio-economic system in the process of globalization of the industry and the business sector of the factors affecting the development of the network and affecting the development of research taking to see wholesale of a variety of safety issues is important. Therefore, research is issued in the process of implementation of food security in countries around the world use also providing improved the effective use of models and mechanisms in the country is born from necessity.

The cabinet of ministers of the republic of uzbekistan on march 31 of the year of 2022 147-number "on additional measures to ensure the stability of prices in the domestic market and food security"food security and enterprise infrastructure of the sector according to the decree of the necessity of improvement of the mechanism increases the effectiveness of its work to develop. This infrastructure suppliers of raw materials, transportation and storage of the service provider includes subjects .

The control of all the main joints of the food industry with the implementation of normative documents in a number established by the legislation provides that it applies to:

- defined and unconditional, are introduced legislation to follow food safety and its quality level;

³Prepared on the basis of the data of the statistical agency under the president of the Republic of Uzbekistan.



- food products and to comply with them strictly to the requirements put tayyotlash;
- directory defined laws and comply with them how the level and condition;
- resources and information on risks his mavsumiylik for food industry enterprises;
- in the country, the sanitary-epidemiological situation depending on him on adaptation and information;
- practice centers that operate in and their range of raw materials and others.

Domiy food safety system in the enterprises of the sequence of the step of providing the business sector and ensures constant control of the production of safe products.

Lifestyle by improving human health and food safety management system in the food industry for the blessings necessary to enough security guarantees.

Special food products safety management system in the management of enterprises on the basis of a description which refers to the most pressing control points and their implementation. As a result, the problems of positive solutions are studied and looking for them is found.

The survey was given during a multiple of organizational-economic mechanism of food industry enterprises in their activities along with the activities involved in the organization of the state give a positive effect in strengthening the development of identified using if, on the other hand, in the way of main and additional activities through the general purpose multiplikativ combine effect allows you to achieve.

As noted by the united nations food and agriculture organization, “food security to achieve all of this at the time of the wanted men, physical, social and economic aspects of a sufficient amount to provide a safe means strengthening nutritional products. These products will be satisfied by the norms of the person's physiological, his wishes to be fit and healthy, shall constitute an active lifestyle”.

The production of food products ensure food security but enough to still this does not mean that. Because every man to his own need for to be able to buy the product in the process of providing food security is sufficient.

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In general, food security and provide it consists of the following factors:

- food products from the possibility to get the physical aspects;
- the possibility to get the economic food products;
- ensure the independence of the country depends on external factors of the food;
- durability to seasonal and climatic factors;
- provide growth rates in the production of food products.

For this reason, the methods and mechanisms of the management of the food industry enterprises in the modern economy is very important to the study of scientific and practical importance.



Food security in the country when you say not only efficient and rational use of available resources, but also based on science and technical achievements, without the maximum satisfaction of the needs of the population understood to food products. Also, food products, sanitary, veterinary, phytosanitary norms and rules and is also of significance of the fit.

The global food security index- a global survey published by the company of this british economist intelligence unit research and food security of the countries of the world rating. Research is being conducted in 2012 and since at the present time the state of food security in the different countries of the world the most complete collection of the indicators of environment⁴.

The state of food security of socio-economic development is one of the main indicators. World food summit in 1996, this research apply the tariff of food security: food security- at any time, all the people in this country and nutritious food sufficient to satisfy their needs for food and necessary physical, social and economic necessity be able to access the active and healthy life. This index the state policy in the field of food security and their activity was measured. Research the analysis of the three main groups of indicators of food security of the world countries quotes:

1. Food availability and of the good to the consumer.
2. Food availability.
3. The level of food quality and safety.

This includes 28 different categories of indicators, their worth is measured in two years. Data from the national institute international organizations and calculation are used. On the basis of analysis of food security indicators, the index of the final rating is formed on the state of the world. Its a high place in the rating of the country means that there is a high level of food safety. For a detailed description of the formation of the index methodology and the results of further comparative research published a report on the source of the information is listed. For each economy the index in research report covers used in the calculation of the overall rating and individual detected based on the analysis of place in there is information on the advantages and disadvantages. Also, the rating table is available with detailed statistics for the various indicators.

As can be seen from the data of the table above, the struggle of aspiration to ensure food safety in the countries of the world continues. In this ranking, the highest for 2020 is the Finnish state with 85.3 points, while we can see that our country is 83rd with 50.9 points, while the lowest is the Yemeni state with 35.7 points.

The population of safe food-food with supply particular social, and political importance has. The fate of the people going to provide sufficient food and medical products launched depends on how the main continuous with that. Demographic changes of the population produces the deterioration of nutrition, and social inter-regional tension increases and is a threat to the internal security of the state.

⁴ Ангелина И.А., Салита С.В. Оценка конкурентоспособности предприятий пищевой промышленности: методический аспект. ISSN 2519-2019 Вестник института экономических исследований 2018, № 4(12).



In conclusion, it can be noted that the increase in its share in the development of food marketing and its safety, and in the weight of existing mechanisms, as a result of thorough work, leads to the establishment of a safe and high-quality food supply to the population. The profitability of enterprises of the food industry is recommended to use indicators of economic activity to assess not only the effectiveness of the material of its activities and the potential content of its activities, but also the effectiveness of internal resources of the recipient of the activities of enterprises of the food industry.

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