

## MODERN WAYS TO MANAGE THE EXPORT POTENTIAL OF THE FRUIT AND VEGETABLE SECTOR

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**Resume:** In this article, the role and importance of the export of fruits and vegetables in the development of agriculture is discussed in detail. Also, we are witnessing a significant increase in foreign currency income of the country due to the sale of fruit and vegetable products in foreign markets, the introduction of new technologies and the rapid development of agriculture.

**Key words:** fruit and vegetable industry, export, import, statistics, economy, strategy employment, unemployment, export potential efficient and useful agricultural technologies with high productivity, internet world.

**Introduction.** Development in every area of the world is rapidly rising in the age of technology, and at the same time we are witnessing global climate changes. The needs of mankind are increasing day by day. The agro-industry not only provides the world's need for fruits and vegetables, but also brings high incomes to Exporting Countries. Particular attention is paid to the continuous and guaranteed supply of the population with demand for cheap and high-quality fruit and vegetable products in ensuring socio-economic development and the well-being of the population in Uzbekistan. The decision of the president of the Republic of Uzbekistan, PQ-4549 of December 11, 2019 "on additional measures for the further development of the fruit and vegetable and viticultural network, the creation of a value added chain in the field"<sup>1</sup>, the decision of the president of the Republic of Uzbekistan, PQ-52 of December 15, 2021 "on the implementation of the established tasks in the development of the cluster and cooperative system in the network. In the world<sup>2</sup>, in 2024 and 2025, agricultural production was carried out in a dynamic policy setting, since many countries have changed tariff rates for agricultural products, often in response to other trade actions, modern science can achieve positive results in combination with a scalable solution.

**(Research methodology).** In our research work, modern solutions in the export of fruits and vegetables advanced experience climate conditions issues of quality export of the grown processed export product packaging has been thoroughly studied the factors affecting the overall export potential to the shortcomings. Also, the necessary points were made in the export of the fruit and vegetable network from scientific research papers. The article also used methods of observation, statistical analysis in the research process, Factor Analysis, selective observation.

**(Review of literature on the topic:)** Considering the countries that export the most imports of agricultural products in the world, and the roads that these countries have taken now we believe that we should also be treated as a naamuna in particular to other developing countries. L. According to Grishayeva, "the agricultural products market is an integral part of the single market space. Therefore, the general principles of market management based on its activities are: consumer orientation, freedom of choice, freedom of the manufacturer, competitiveness of

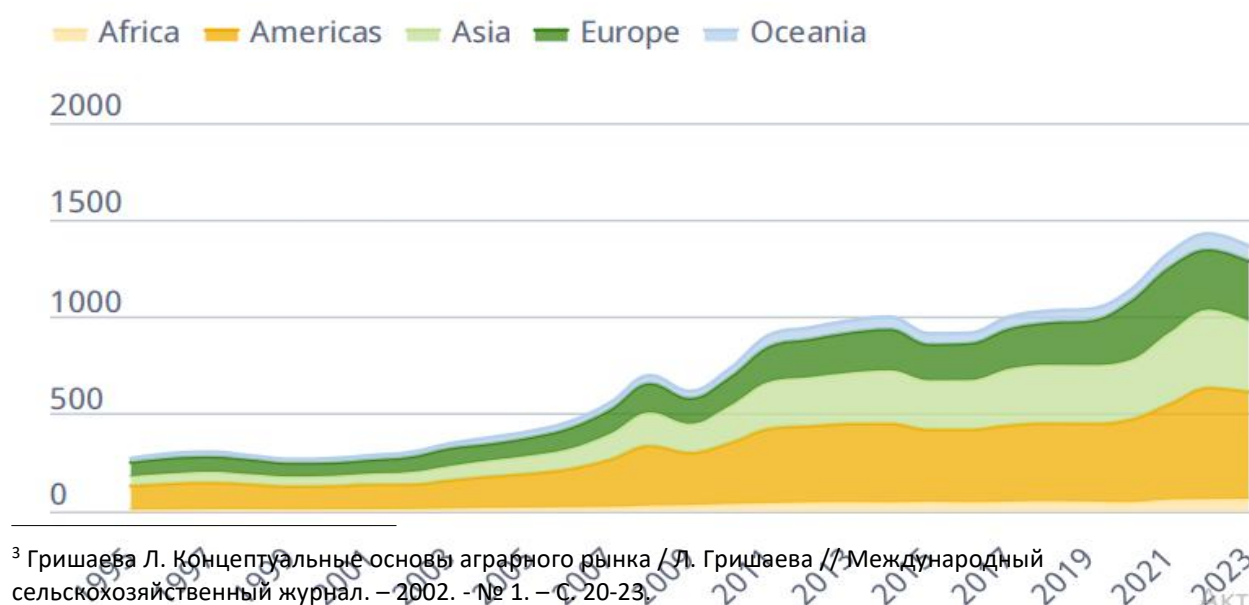
<sup>1</sup> O'zbekiston Respublikasi Prezidentining qarori, 11.12.2019 yildagi PQ-4549-sonli qarori, <https://lex.uz/docs/-4641164>

<sup>2</sup> O'zbekiston Respublikasi Prezidentining 15.12.2021 yildagi PQ-52-sonli qarori, <https://lex.uz/ru/docs/-5774700>



marketing relations; priority of private interests”<sup>3</sup>“If comparative advantages and technological competitiveness are harmonized in the country, this will set the stage for accelerating economic growth in the country, increasing the competitiveness of manufactured products in the world market, expanding the volume of exports”<sup>4</sup>. Each country or exporter firm seeks to make the most of its competitive advantage in the World fruit and vegetable markets. Competitive advantage under the influence of natural, organizational, economic, technical-technological and other conditions of a country or firm determines the position of its products above the products of other competitors in the World fruit and vegetable markets. The global trading system was tested in 2024 and 2025 by natural and policy-driven events that made it easier for agro-food products to cross borders in some places, and more difficult in others. Policies in agriculture have been responsive to the changing conditions affecting the sector, whether as short-term responses to acute events, or adapting to long term trends, including related to environmental, social and economic sustainability. This section reviews the main policy developments that have taken place over the course of 2024 and early 2025.

**(Analysis and discussion of results).** The global problems of the present day also have an impact on agriculture. Considering the different processes of different countries, it is necessary to regulate the processes in the production of products that are in force in international markets, therefore, any stage in the correct emergence in the export of imports of products is very important. According to the report, AI could lead to significant increases in trade and GDP by 2040, with global trade projected to rise by 34-37% across different scenarios based on different degrees of policy and technological catch-up between low-, middle- and high-income economies. Global GDP could meanwhile see a 12-13% increase across different scenarios. Trade, in turn, can be a powerful enabler of inclusive AI -supported growth by helping economies access AI-enabling goods, such as raw materials, semiconductors and intermediate inputs. The WTO report estimates that global trade in these goods totalled USD 2.3 trillion in 2023<sup>5</sup>. Globally, the Americas is the largest exporting region, originating approximately 40% of the value of world agro-food exports in 2021-23 (Figure 1). The European Union (treated as a single entity for trade purposes) is the world’s largest individual exporter. In 2021-23, it accounted for 17% of world agro-food exports, with beverages and spirits, cereal preparations, and dairy as its top export



<sup>3</sup> Гришаева Л. Концептуальные основы аграрного рынка / Л. Гришаева // Международный сельскохозяйственный журнал. – 2002. – № 1. – С. 20-23.

<sup>4</sup> Рогов В.В. Экспортный потенциал России: состояние, ориентиры и условия развития // Внешнеэкономический бюллетень. – 2004. – № 5. – С. 58-65.

<sup>5</sup> World Trade Report 2025 [https://www.wto.org/english/news\\_e/news25\\_e/wtr\\_15sep25](https://www.wto.org/english/news_e/news25_e/wtr_15sep25)



products. The EU was followed by the United States, which had a share of 13% and oilseeds, cereals and meat as its top export products, and Brazil, which accounted for 10% and had oilseeds, meat, and sugar as main export products. While the shares of the European Union and the United States in global exports decreased with respect to the base period 1995-97 (when each accounted for around 20%), Brazil doubled its share in world exports and has positioned itself as a leading world exporter of several commodities.

Figure 1. World agro-food exports by exporting region, 1995-2023<sup>6</sup>

Today, 164 countries are members of this largest economic organization in the world, and they contribute 95% of global trade and world GDP. 97% of Uzbekistan's commodity turnover constitutes a joint share of these countries. We planned to increase the export of finished products by 2 times in the next three years. One way to achieve this is to become a member of the World Trade Organization. This will enable the establishment of a fair trade system with 164 States and the creation of sustainable markets. Information about the foreign trade turnover of WTO Uzbekistan has formed a low profile in recent years. Total merchandise had an increase of 76% in 2023 compared to 2018. Modern technical technology, scientific potential export import policy we can say the prospects for state support.

Table 1. Merchandise exports by product group – annual (Million US dollar)<sup>7</sup>.

| <b>Uzbekistan</b>                                         | <b>2018</b> | <b>2019</b> | <b>2020</b> | <b>2021</b> | <b>2022</b> | <b>2023</b> |
|-----------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>SI3_AGG - TO - Total merchandise</b>                   | 10921       | 14930       | 13097       | 14081       | 15276       | 19229       |
| <b>SI3_AGG - AG - Agricultural products</b>               | 1425        | 1990        | 1782        | 1798        | 1957        | 2438        |
| <b>SI3_AGG - AGFO - Food</b>                              | 1077        | 1504        | 1410        | 1437        | 1728        | 2153        |
| <b>SI3_AGG - MI - Fuels and mining products</b>           | 3643        | 3752        | 1876        | 2830        | 2901        | 2683        |
| <b>SI3_AGG - MIFU - Fuels</b>                             | 2667        | 2466        | 785         | 904         | 1214        | 968         |
| <b>SI3_AGG - MA - Manufactures</b>                        | 2703        | 2860        | 3273        | 5004        | 5999        | 7269        |
| <b>SI3_AGG - MAIS - Iron and steel</b>                    | 306         | 92          | 89          | 114         | 191         | 213         |
| <b>SI3_AGG - MACH - Chemicals</b>                         | 670         | 597         | 547         | 844         | 1006        | 1019        |
| <b>SI3_AGG - MACHPH - Pharmaceuticals</b>                 | 11          | 10          | 23          | 22          | 25          | 24          |
| <b>SI3_AGG - MAMT - Machinery and transport equipment</b> | 204         | 378         | 445         | 689         | 982         | 1483        |
| <b>SI3_AGG - MAMTOF - Office and telecom equipment</b>    | 12          | 18          | 22          | 23          | 82          | 183         |
| <b>SI3_AGG - MAMTOTEP - Electronic data processing</b>    | 0           | 0           | 1           | 1           | 29          | 57          |

<sup>6</sup> Authors' calculations based on UN Comtrade (database), <http://comtrade.un.org/> [accessed February 2025]

<sup>7</sup> World Trade Report <https://stats.wto.org/>



|                                                                           |     |      |      |      |      |      |
|---------------------------------------------------------------------------|-----|------|------|------|------|------|
| <b>and office equipment</b>                                               |     |      |      |      |      |      |
| <b>SI3_AGG - MAMTOTTL - Telecommunications equipment</b>                  | 11  | 15   | 19   | 20   | 51   | 124  |
| <b>SI3_AGG - MAMTOTIC - Integrated circuits and electronic components</b> | 1   | 2    | 1    | 2    | 2    | 2    |
| <b>SI3_AGG - MAMTTE - Transport equipment</b>                             | 82  | 193  | 225  | 429  | 548  | 861  |
| <b>SI3_AGG - MAMTAU - Automotive products</b>                             | 55  | 162  | 214  | 401  | 522  | 710  |
| <b>SI3_AGG - MATE - Textiles</b>                                          | 967 | 1216 | 1372 | 2244 | 2229 | 2596 |
| <b>SI3_AGG - MACL - Clothing</b>                                          | 293 | 362  | 514  | 658  | 931  | 1261 |

Large-scale work is being carried out in Uzbekistan to further increase the export of agricultural products from year to year, comprehensive conditions and relief are being created for exporting organizations aimed at increasing one billion dollars in 2025 in one fruit and vegetable sector. Uzbekistan exported \$ 1.5 billion worth of fruits and vegetables abroad, according to the National Statistics Committee, in January-September 2025, Uzbekistan exported 1.6 million tons of fruits and vegetables abroad, equivalent to US \$ 1.5 billion.

**(Conclusions and suggestions).** The sale of high income and the preparation of quality products is difficult to establish without modern technologies at first. Therefore, it is very important to carry out the necessary measures from our day to day. The market for fruit and vegetable products has several levels according to its level, which can vary from local farmers' markets to regional, national or world levels. In developed countries, the fruit and vegetable market is formed by a large number of firms with a high level of commodity content. A group of firms with a high position in the market is clearly visible in this. In these markets, it is important to compete beyond the price while competing through the price, that is, to show advertising, quality and service. In the following years, attention in the World fruit and vegetable markets is growing to the consumer properties of products, that is, to the presence of active biological substances (natural sugar, amino and organic acids, microelements and vitamins, enzymes, etc.), which are important for human health, and to their environmental safety (the presence of pesticides, pollutants, hygienic, phytosanitary requirements, etc.). Special requirements are also imposed on the packaging (marking), transportation and storage conditions of exported fruit and vegetable products. Ignoring these severely limits the potential of national commodity producers in World fruit and vegetable markets in the context of intense competition.

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