

A. Sakenqyzy, master, senior lecturer¹

B. Saparova*, c.e.s., PhD, professor²

S. Tleuberdiyeva, PhD, assistant professor²

K. Mussina, PhD, assoc. professor²

Esil University, Astana, Kazakhstan¹

L.N. Gumilyov Eurasian National University,

Astana, Kazakhstan²

* – main author (author for correspondence)

e-mail: sbsfmenu@mail.ru

KEY PROBLEMS OF FRUIT AND VEGETABLE PRODUCTION IN KAZAKHSTAN

This research aims to pinpoint the core challenges surrounding the demand for fruits and vegetables within Kazakhstan's agro-industrial markets, focusing on enhancing competitiveness. This scientific article drawing on both local and international scholarly works concerning Kazakhstan's agricultural competitiveness and the global economy. Emphasizing the need to boost product competitiveness in food markets amid current agricultural development, the article underscores the significance of fostering market-oriented economic mechanisms. While transitioning the domestic agro-industrial complex towards market-based relations offers socio-economic opportunities, the article also presents practical proposals to tackle key competitiveness issues in agricultural production. This scientific article shows the main directions of increasing the competitiveness of the agricultural economy: fostering innovation, implementing targeted state policies, enhancing scientific and personnel support, optimizing resource utilization, and promoting food import substitution. A great potential has been identified for the production of vegetables and fruits, taking into account the high demand for them from neighboring countries. The implementation of the results of scientific research on competitiveness and increasing export products is proposed.

Keywords: competition, competitiveness, competitiveness of agricultural products, agro-industrial complex, agricultural enterprises, fruit and vegetable production, export, import.

Кілт сөздер: бәсекелестік, бәсекеге қабілеттілік, ауыл шаруашылығы өнімдерінің бәсекеге қабілеттілігі, агроөнеркәсіп кешені, ауылшаруашылық кәсіпорындары, жеміс-көкөніс өндірісі, экспорт, импорт.

Ключевые слова: конкуренция, конкурентоспособность, конкурентоспособность сельскохозяйственной продукции, агропромышленный комплекс, сельскохозяйственные предприятия, плодовоовощное производство, экспорт, импорт.

JEL classification: Q02, Q14, Q15, Q18.

Introduction. In the current economic landscape, there is a pertinent need to examine competitiveness through a management lens, conceptualizing it as a controllable entity that influences the internal dynamics of enterprises, thereby empowering managers to exert influence over it rather than being solely subject to its whims. This perspective underscores the importance of developing methods and tools for swiftly adapting to the ever-changing business environment.

It is known that the creation of a real picture of the development of a particular industry is possible only if all its aspects are covered and compared. Numerous challenges hinder efforts to enhance the efficiency and competitiveness of fruit and vegetable production. There are key problems like a high share of imports of fruits and vegetables, the problem of availability of vegetable products in winter, difficulties in introducing innovative technologies into agricultural production, inefficient use of water resources, storage is also a significant problem of fruit and vegetable production and, most importantly, a low share of processing of fruits and vegetables in agriculture.

The significance of this study lies in its proposition that amidst such instability, offering innovative ideas within competitiveness management not only ensures business growth but also signifies the capacity to remain relevant in the industry. It is noteworthy that the contemporary economic milieu mandates agricultural enterprises to adopt novel management strategies, prioritizing efficiency and effectiveness in decision-making processes [2].

Literature review. In several dictionaries, the term «competition» is used to describe the competition or competition between producers who are engaging in competition to attain favorable conditions in the manufacturing and marketing of goods. Competitiveness is a result of competition.

Interest in studying certain aspects of competition and competitiveness was shown by representatives of various economic schools. The theoretical and methodological foundations for studying the category of competition from an economic and managerial position were laid by the representatives of classical political economy A. Smith and D. Riccardo. In his work «Research on the Nature and Causes of the Wealth of Nations», A. Smith revealed the category of «competition» as the struggle of market entities that reduce prices with an excess of production and raise prices with a reduction in supply.

The term «competitiveness» is known to everyone and is used quite extensively in various fields, but defining its concept is not as simple as it seems at first glance [3].

Competitiveness can be classified as an economic category. It reflects the state attained during the implementation of social production relations to guarantee competitive superiority [4]. Competitiveness is often classified as a market category because it is determined by its ability to survive competition, and this classification emphasizes the competitive aspect [5]. This is the fundamental aspect of the market environment.

However, the study and assessment of the essence of competitiveness in agriculture has not been fully conducted. There are significant differences in the competitive conditions in agriculture and the industries that transfer the means of production to it and process agricultural products.

The concept for the Development of the Agro-Industrial Complex of the Republic of Kazakhstan for 2021-2030 notes: «In a market economy, within the framework of the global system of production and trade in agricultural products, national competitive advantages and their development acquire priority» [6].

Accordingly, the competitiveness of agricultural production is necessary to measure the attractiveness of work in the industry throughout the country, create conditions for effective entrepreneurship in the food industry, and provide the population with quality food. Researcher K. R. Saubanov notes that the existing competition in the agricultural sector of the region is aimed at strengthening and creating advantages, and is a complex of organizational and economic measures. These endeavors encompass four primary domains: enhancing the efficacy of local agricultural commodity oversight, facilitating producers' entry into sales markets, supporting the regional promotion of agro-food products, and augmenting labor productivity through increased mechanization [7].

Agriculture inherently constitutes a pivotal sector of the economy, serving as not only the linchpin for addressing food security concerns but also a significant contributor to foreign exchange earnings within the nation. Moreover, the proficient advancement of agriculture stands as a critical determinant of national security, underscoring its role in upholding socio-political stability within the economy. Despite the recent decline in the economic importance of this industry in developed countries, the global view is that it is still the largest industry and will remain so in the coming centuries.

Methodology. Using the analysis method, the article analyzed the key problems of fruit and vegetable production in Kazakhstan. Namely, we studied the export and import of foreign trade in vegetables and fruits, their processing in the Republic of Kazakhstan: grapes, bananas, tomatoes, apples, citrus fruits, nuts, dried fruits and other vegetables and fruits. The article analyzes the inefficient use of water resources in agriculture, analyzes the assessments of water specialists, the efficiency of irrigation of crops, the food market, the food security of the republic,

Also in the article, the authors used the methods of scientific research of deduction, analyzed the structure of industrial production of the manufacturing industry, the growth of prices for agricultural products, the problem of provision of vegetable products in the winter, in the off-season, the difficulties of introducing innovative technologies into agricultural production cause fragmentation and small-scale agro formations.

The article investigates the development of measures to unite peasant and farm enterprises, which should stimulate rural producers to increase the production of agricultural products in the Republic of Kazakhstan. The vertical form of cooperation of peasant farms in the form of integration processes, construction of new modern vegetable stores, processing of agricultural products in the Republic of Kazakhstan has been scientifically investigated.

Main part. *An elevated share in imports of fruits and vegetables.*

Agriculture in the republic's current development indicates that its share of the gross national product structure is still low, and certain agricultural products, such as vegetables and fruits, are dependent on imports. To stimulate the development of import-substituting industries for raw vegetables, canned fruits and vegetables (including juices) in the agro-industrial complex, it is essential to do so.

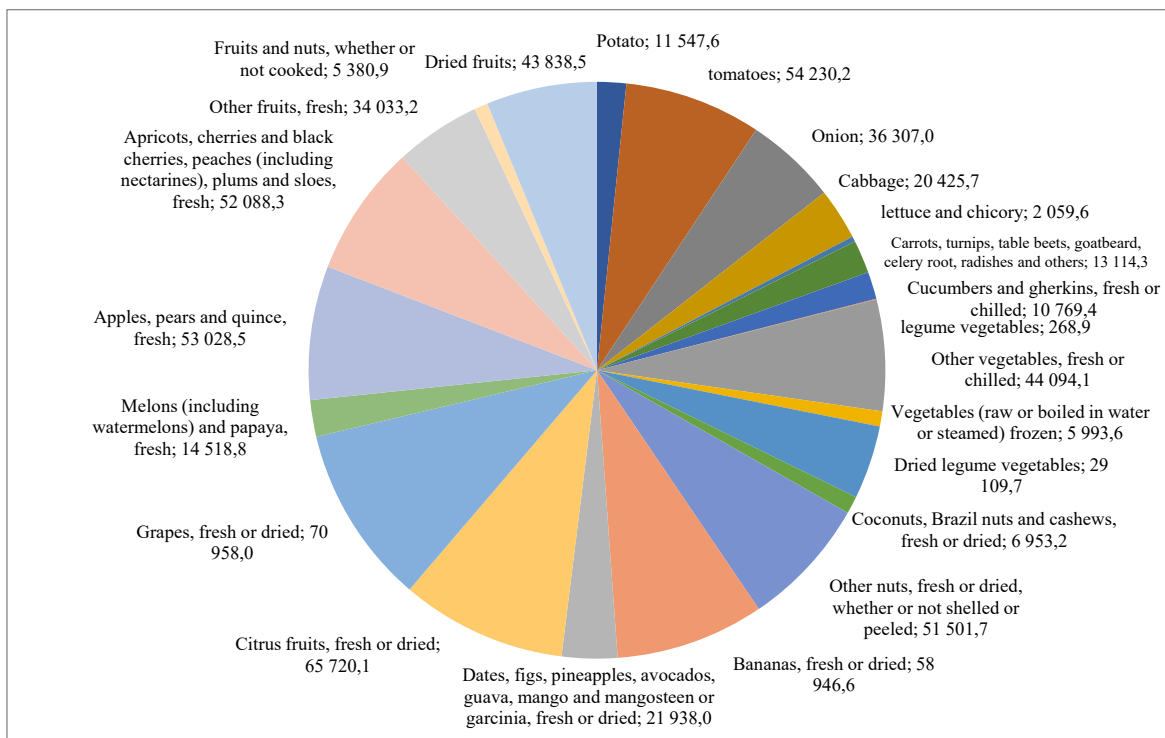


Figure 1. The structure of fruits and vegetables imports to the Republic of Kazakhstan for 2022, thousand US dollars*

* Compiled by the authors based on the source [8]

When considering the import of food products, one can notice that the leading positions are occupied by grapes, fresh or dried - 70958.04 thousand US dollars; citrus fruits, fresh or dried - 65720.15 thousand US dollars; bananas - 58946.6 thousand US dollars; tomatoes - 54230.2 thousand US dollars; fresh apples, pears and quince were imported in 2022 in the amount of 53,028.5 thousand US dollars. Legumes accounted for the smallest share in the structure of imports of fruits and vegetables - 268.9 thousand US dollars; lettuce and chicory - 2059.6 thousand US dollars and fruits and nuts, cooked or not subjected to heat treatment - 5380.9 thousand US dollars. The volume of fruit imports to Kazakhstan for the analyzed period amounted to 1,440,753.3 thousand tons (Figure 1).

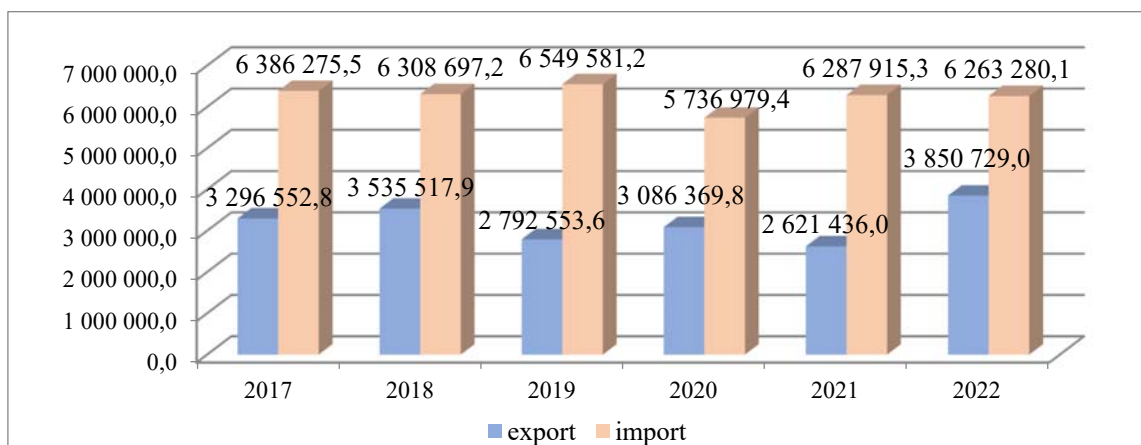


Figure 2. Export and import of foreign trade of fruits and products of their processing in the Republic of Kazakhstan, thousand tons*

* Compiled by the authors based on the source [8]

Between 2017 and 2022, imports experienced a reduction of 122,995.5 thousand tons. The most substantial decline occurred in 2020, primarily attributed to the pandemic, resulting in a record decrease of 812,601.8 thousand tons in imports (Figure 2).

The food market of the republic is still dependent on imports. «It is the sovereign right of any country to protect its domestic market, national producers from external competitors. Especially for a country that faces threats to its food security» [9].

This dependence can cause a threat to the food security of the republic. Therefore, it is necessary to increase the production of fruits and vegetables and thereby achieve a balance between two national priorities: increasing the export potential and the need to ensure the country's food security.

However, the price rise for agricultural products is much greater than the prices for other goods. This is, firstly, influenced by external prices for agricultural raw materials. On the other hand, the underdevelopment of centers for storage, processing and marketing of products in this vast territory has a negative effect. Accordingly, a considerable portion of the establishment of the final price for products will be determined by the margin maintained by intermediaries. That is why small enterprises themselves will not be able to receive the proper profit.

Thus, along with high labor productivity, the decline in relative prices for agricultural products leads to a decrease in the share of agriculture in the economy of developed countries against the backdrop of a shift in consumer direction in favor of services and goods.

Difficulties in the introduction of innovative technologies in agricultural production cause fragmentation and small-scale agro-formations. A feature of the domestic yard economy at present is that it is characterized by a large number of small farms with a low ability to introduce innovations.

In the country, more than 200 thousand agricultural formations and 1.6 million households are involved in the production of agricultural products. 184 million units (94%) of the total agricultural formations are present enterprises, and 40% of them have more than 10 hectares of agricultural land. In terms of land availability, the grouping of peasant farms shows that 63% have up to 50 hectares of agricultural land and 81% have no more than 50 hectares of arable land.

Despite their substantial share in the total number of agricultural formations, peasant (farm) enterprises 31% to gross output. It is the small-scale structure of agricultural production that has led to a decrease in competition between agricultural producers. In practice, the activity of these farms is aimed at increasing income, and the desire to defeat a competitor, or the fear of being left behind, is expressed to a lesser extent. Outwardly, it may look like a lack of competition.

As the republic progresses towards amalgamating peasant and farm enterprises, with personal subsidiary farms serving as a viable form of collaboration, there's a gap in adhering to principles aimed at incentivizing rural producers to boost agricultural output beyond mere reliance on subsidies disguised as cooperative farm structures. Moreover, it's imperative to consider the distinct characteristics of various sectors within the agro-industrial complex.

To realize strategic objectives, establishing a robust public-private partnership mechanism is crucial for effectively fulfilling all commitments outlined in state programs and bolstering the competitiveness of agricultural enterprises. As emphasized by the country's President, the solution to this challenge lies in establishing large-scale commercial farms through vertical and horizontal cooperation.

Vertical cooperation among peasant farms, manifested through integration processes, will expand marketing capabilities, assess domestic and foreign market potentials in specific regions, integrate innovative technologies into production, and optimize the utilization of key production resources, including land, labor, and material resources, thereby reducing costs and building efficient distribution channels.

Horizontal enterprises, specializing in particular product types or activities, aim to maximize resource utilization without compromising legal entity status or economic independence.

Competition for accelerated development of the economy make it necessary to look for ways to efficiently organize production and apply innovative technologies. It is not possible to implement them in small farms.

Inefficient used to of water resources in agriculture. The territory of Kazakhstan belongs to the zone of insufficient irrigation, and the central and southern regions - to the arid zone. Therefore, the country pays special attention to increasing the area of irrigated land, because with proper use it will allow to obtain high yields, regardless of natural conditions. A goal was set to increase the area of irrigated land by 40% in 5 years to 2 million hectares.

Kazakhstan possesses sufficient water resources to irrigate agricultural land. Water specialists estimate that there are potential opportunities to irrigate 4.0 million hectares of arable land in the country.

One of the reasons for the loss of water during irrigation of agricultural crops is the technical condition of irrigation systems, which, because of operation, have worn out by 60-70%. This caused the degradation of irrigated lands and their withdrawal from agricultural circulation, excessive consumption of irrigation water, and a decrease in soil fertility.

Water for irrigation in 2022 may not be enough for farmers, especially in the southern regions. «We will have to save, and possibly even reduce the sown area, in particular, rice» [10]. At a briefing on the development of the water industry, Serik Kozhaniyazov, Vice Minister of Ecology, Geology and Natural Resources, called for maintaining existing resources, namely, cleaning canals. This, according to him, should be done by akimats, public utilities and the farmers themselves: «They will not be able to fill the Koksarai reservoir this year, and this is minus 2 billion cubic meters of water. Only Shardara will remain». About 80% of all irrigated areas are concentrated in the southern regions of Kazakhstan, it is on them that 97% of the volume of irrigation water in the republic is used.

Under the soil and climatic conditions of Kazakhstan, especially in the south and southeast of the country, the efficiency of irrigating crops increases by 2-3 times. It is the increase in the gross harvest that makes irrigated agriculture attractive for investment, despite the high costs of acquiring irrigation systems. For example, only 14% of irrigated land used to drip irrigation technology. The reduction in the area of irrigated lands and their productivity was affected by a high level of depreciation and a low level of investment in construction, and the restoration of irrigation and drainage systems, which led to a deterioration in the ecological and reclamation state of lands. Many farmers are inefficient in their land use practices, neglecting to adopt water-saving technologies and failing to undertake necessary reclamation efforts. Consequently, agricultural development is impeded by several factors including water resource depletion, reduced irrigated land due to waterlogging, inadequate utilization of water-saving technologies, the necessity for engineering system reconstruction, irretrievable water consumption, and declining water levels in rivers and lakes.

Another significant issue facing the agro-industrial complex is the processing of fruits and vegetables, which constitutes a primary segment of the food industry. Processing plays a pivotal role in ensuring consistent food supply to the population, providing essential biological and nutritional substances such as mineral salts, vitamins, antioxidants, and more.

Despite governmental support for such enterprises, the share of agricultural product processing in the Republic of Kazakhstan remains low. Currently, about 80% of canned vegetable products from the population level of consumption in the republic are imported to the Kazakhstani market.

In the structure of industrial production, the manufacturing industry occupies 40%, including food production - 9.2%. But the share of processing enterprises is catastrophically small and amounts to less than 1%.

The current status of fruit and vegetable processing in Kazakhstan shows that an average of 95,754.6 million tenge is processed annually.

In 2017, 53 enterprises were engaged in the processing of fruits and vegetables in the republic. In 2017-2021, their number was 52,2 units, in 2021 there is a decrease by 1 units.

The volume of processing and canning of fruits and vegetables is increase by 128,4 % over the period under review. The increase is due to the growth of industrial output (see Table 1).

Table1

**Main indicators characterizing the processing of vegetable crops
in the Republic of Kazakhstan for 2017-2021***

Indicators	years					Average value	2021 by 2017, %
	2017	2018	2019	2020	2021		
Number of operating enterprises, units	53	53	54	49	52	52,2	98,1
Processing and canning of fruits and vegetables, million tenge	106376	102546	93310	71 292	84 792	91 663,2	67,7
Index of the physical volume of processing and canning vegetables and fruits, %	102,2	91,9	87,1	72,9	83,4	87,5	81,6
Volume of industrial production, billion tenge	22790,2	27218,1	29380,3	27028,5	29271,2	27137,7	128,4
Share of processing in the total volume of industrial products, %	0,5	0,4	0,3	0,3	0,4	0,4	80,0

* Compiled by the authors based on the source [8]

The index of the physical volume of processing and canning vegetables and fruits is a relative indicator that characterizes the change in the mass of manufactured products. The table shows that there is a decrease in this indicator from 102.2% in 2017 to 83.4% in 2021. In other words, the yield of finished products during processing and canning is reduced compared to the processed volume.

The volume of industrial production in the Republic of Kazakhstan is growing. The growth dynamics is presented in the table. For the period from 2017 to 2021, the volume of production increased by 1.3 times. The share of product processing in the total volume of production is declining and is 0.004 in 2021.

The number of fruit canning plants has decreased in the country; the reason is the low quality of the products produced. The cultivation of these crops is mainly carried out by households. Peasant (farm) farms cannot deliver the grown crop on time to the factories due to the lack of the necessary infrastructure, such as transport.

Products grown in household and small peasant (farm) farms are inferior in quality and cannot compete with imported products from other countries. The organization of mini-processing shops for the primary processing of agricultural products in the places of production is beyond the power of most farms due to the lack of an adequate material and technical base and qualified personnel. To do this, they will need large amounts of financial resources. It is also necessary for agricultural producers to comply with sanitary requirements. The lack of own trading network among rural entrepreneurs is affecting, since the organization and maintenance of retail outlets is beyond the power of every enterprise.

The lack of a planned, stable supply of raw materials and the weak material and technical base also negatively impact the work of processing enterprises. The capacity of processing enterprises in many areas remains low compared to the volume of production. The capacity utilization rates of enterprises in this industry remain low. Kazakh producers of canned vegetables are mostly small, and the largest domestic producer is the Tulkybas Fruit Canning Plant, located in Almaty. An analysis of the consumer - the preference of buyers of canned vegetables in the republic shows that in terms of quality, in particular cucumbers (they account for almost 50% of all canned vegetables produced), are not inferior to imported ones. However, Kazakh producers are inferior in price to Russian, Ukrainian, and canned goods imported from non-CIS countries due to expensive glass packaging, which accounts for 30 to 45% of the cost of Kazakhstan products.

In the agricultural sector, achieving an optimal structure of fixed assets is essential, considering factors such as specialization, domestic demand for food, integration of innovative technologies in production, and the potential for swift diversification of output. Equipping agricultural processing industries with modern equipment and embracing new technologies are fundamental for ensuring the efficient operation of enterprises. To effectively leverage scientific advancements, the rate of fixed asset renewal should average at least 10%, while technological equipment renewal should exceed 20%.

To elevate the production of agricultural products with substantial added value, it is imperative to augment both output volumes and the production of finished goods. This can be achieved by enhancing the accessibility of raw materials for processing enterprises. Developing this industry is hindered by the absence of economic mechanisms that could stimulate all parties involved in the technological process, from production to consumption. As a result of the breakdown of the «chain», there is no longer any stable connections between processing companies and raw material suppliers, specifically with agricultural formations.

The current disparity in prices for raw materials and processed products is also reflected in the development of the agro-industrial complex. In practice, production costs are not paid off by the proceeds received. As a result, the sown areas of agricultural crops, the number of animals and the volume of their production are reduced.

Trends in the current state of development of processing enterprises in Kazakhstan show that it is necessary to solve a number of cardinal problems here, in particular, increasing the volume of processing of agricultural raw materials and increasing capacity utilization, as well as increasing the competitiveness of manufactured products by reducing production costs. The issues of procurement and sale of agricultural products from rural entrepreneurs to sales markets, including enterprises for processing agricultural products, also need to be addressed [11].

Thus, in modern conditions, the organization of the processing of vegetable products is an objective necessity, since it is economically beneficial, and also ensures a uniform supply of the country's population throughout the year and a reduction in transport costs and others. Timely solution of the above problems will increase production in the region, as well as increase additional income for rural entrepreneurs, due to added value.

Selective allocation of economic factors and resources favors certain entities, enabling their growth while hindering the adaptability of others to market conditions, leading to inequality and a decline in overall well-being. Addressing this issue necessitates reallocating resources from less efficient agricultural sectors to more promising ones, thereby enhancing production competitiveness and offering tangible solutions to cooperation, integration, and innovative development challenges within inefficient sub-sectors of agricultural production.

It's worth noting a global trend of decreasing state budget allocation towards the agricultural sector. Moreover, the existing system of state support tends to favor large agricultural enterprises, despite them contributing less than 30% of total agricultural output, fostering dependency among major agribusiness entities.

Many agricultural enterprises currently face financial constraints that impede not only their expansion but also their basic reproduction. Thus, prioritizing the provision of financial resources to these enterprises is crucial [13].

Although substantial subsidies are allocated annually to the agriculture industry by the state, there's a need for financial assistance that comprehensively considers all aspects of management and economic interactions among stakeholders. Due to the absence of a targeted agrarian policy in Kazakhstan, domestic producers in the agricultural engineering sector lack support, resulting in a mere 20% utilization of domestically produced agricultural machinery.

Lack of funding complicates the activities of most agricultural enterprises, but given the growth in investment, the situation is somewhat stabilizing. The main participants in the agricultural market note that concessional lending and other government support mechanisms are an important element for supporting agricultural production.

In addition, many agricultural projects are long-term, their payback period is long 7-10 years, which does not contribute to the activity of private business in the agro-industrial complex. As R.M. Tazhibaeva notes, «the availability of resources is not a guarantee of the stability of the economic development of agro-industrial production, in the agricultural sector there is little integration with the world economy, and the production and social infrastructure is underdeveloped. Kazakhstan is not ready enough to compete for sales markets» [12].

Conclusion. Analysis of the competitiveness of fruit and vegetable production in the Republic of Kazakhstan shows the great potential of this subsector of the agro-industrial complex and the growing demand for fruits and vegetables in neighboring countries. Therefore, Kazakhstan's agro-industrial complex faces important challenges towards sustainable development, aiming at the production of competitive and export-oriented products. To achieve sustainable development, it is essential to focus on the current development of the agricultural sector in Kazakhstan and identify the issues that hinder its sustainability.

The solution of problems should be preceded by several measures to increase the competitiveness of the fruit and vegetable market of the Republic of Kazakhstan:

- in order to increase the competitiveness of the fruit and vegetable market of Kazakhstan, it is necessary to more actively introduce the results of scientific research into production and increase the funding of agricultural research institutions to the level of economically developed countries;

- it is necessary to increase the volume of processing of agricultural raw materials and increase the capacity utilization of processing enterprises, as well as to increase the competitiveness of manufactured products by reducing production costs;

- expansion of the export potential of the fruit and vegetable market is possible through the modernization of production through the introduction of new technologies and equipment, as well as through a clear orientation of the regions of the country according to the types of products specific to a particular region, build a single integrated transport and logistics structure for subsequent exports;

- the pursuit of the most effective methods to overcome the existing negative patterns in the relations between the various sectors of the agro-industrial complex, as well as the creation of new efficient economic mechanisms;

- to address the problems that agriculture is facing in its development, the President ordered the country's government and businesses to create a new National project for the development of the agro-industrial complex over a five-year period. To ensure food security in the country, increase rural entrepreneur's income and increase labor productivity by 2.5 times while exporting agricultural products will be doubled.

The results of analysis and research of the article made it possible to identify a number of areas that, in our opinion, will contribute to improving the efficiency of managing the competitiveness of the agro-industrial complex, taking into account the specifics of fruit and vegetable production:

- it is necessary to identify reserves for increasing innovative activity and dissemination of innovative knowledge in the agro-industrial complex, as a factor in increasing its competitiveness;

- to offer effective directions for the placement of fruit and vegetable production in the natural zones of the Turkestan region;

- to create a forecast of the medium term development of the fruit and vegetable.

REFERENCES

1. Kazhiev B.T. Increasing the competitiveness of the electric power industry of Kazakhstan in the context of globalization // Vienna: PremierPublishing. – 2019. – P. 188.
2. Narynbaeva A.S., Shakhman E.T. Development of the agricultural market as a factor in the growth of the economy of Kazakhstan // Problems of the agricultural market. – 2021. – №1. – P. 91-100.
3. Stanislavskaya M.V., Levkovskaya M.S. Competitiveness of agricultural products as one of the key factors in the development of the industry [Electronic resource] // Actual research. – 2020. – №17 (20). – P. 28-31. – URL: <https://apni.ru/article/1164-konkurentosposobnost-produktsii-apk>.
4. Ползунова Н.Н. Система управления конкурентоспособностью как часть менеджмента организации // Журнал прикладных исследований. – 2021. – №2. – С. 23-26.
5. Халдеева М.А. К вопросу о понятии «конкурентоспособность»: социально-философский аспект // Вестник Томского государственного университета. Философия. Социология. Политология. – 2020. – № 54. – С. 97-104.
6. The Decree of the Government of the Republic of Kazakhstan №960 dated December 30, 2021. The concept of development of the agro-industrial complex of the Republic of Kazakhstan for 2021-2030 // <https://adilet.zan.kz/rus/docs/P2100000960/history>.
7. Саубанов К.Р., Саубанов Р.Х. Оценка конкурентоспособности сельского хозяйства Республики Татарстан. – Казань: Изд-во ТГГПУ, 2008. – 164 с.
8. Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan: official website [Electronic resource]. – URL: <http://stat.gov.kz/>.
9. Askarov A. Cultivation area in Kazakhstan increased to 22.7 million hectares [Electronic resource]. – 2021. – URL: <https://kapital.kz/economic/96320/posevnyye-ploshchadi-v-kazakhstane-uvelichili-do-22-7-mln-ga.html>.
10. Kozhaniyazov S. Farmers will have to tighten their belts [Electronic resource]. – 2022. – URL: https://www.instagram.com/p/CZRqft3AEd1/?utm_medium=copy_link.
11. Talimova L.A., Zhukenov B.M., Akenov S.Sh., Saifullina Yu.M. Priority directions of innovative and technological development of the agro-industrial complex of Kazakhstan // Scientific journal «Bulletin of the University «Turan». – 2020. – №4(88). – P. 219-225.
12. Tazhibaeva R.M. State support of the agrarian sector of Kazakhstan // Problems of the agricultural market. – 2021. – №1. – P. 44-49.
13. Murabildayeva R., Bimendiyeva L., Kondybayeva S. Food security of Kazakhstan: conceptual approaches and current state // KazUEFIT Herald. – 2023. – №4 (53). – P. 133.

REFERENCES

1. Kazhiev B.T. Increasing the competitiveness of the electric power industry of Kazakhstan in the context of globalization // Vienna: PremierPublishing. – 2019. – P. 188.
2. Narynbaeva A.S., Shakhman E.T. Development of the agricultural market as a factor in the growth of the economy of Kazakhstan // Problems of the agricultural market. – 2021. – №1. – P. 91-100.
3. Stanislavskaya M.V., Levkovskaya M.S. Competitiveness of agricultural products as one of the key factors in the development of the industry [Electronic resource] // Actual research. – 2020. – №17 (20). – P. 28-31. – URL: <https://apni.ru/article/1164-konkurentosposobnost-produktsii-apk>.
4. Polzunova N.N. Sistema upravleniya konkurentosposobnostyu kak chast menedjmenta organizatsii [Competitiveness Management System as a Part of Organization Management] // Jurnal prikladnyh issledovaniy. – 2021. – №2. – S. 23-26 [in Russian].
5. Khaldeeva M.A. K voprosu o ponyatii «konkurentosposobnost»: sotsialno-filosofskii aspekt [On the issue of the concept of «competitiveness»: a socio-philosophical aspect] // Vestnik Tomskogo gosudarstvennogo universiteta. Filosofiya. Sotsiologiya. Politologiya. – 2020. – №54. – S. 97-104 [in Russian].
6. The Decree of the Government of the Republic of Kazakhstan №960 dated December 30, 2021. The concept of development of the agro-industrial complex of the Republic of Kazakhstan for 2021-2030 // <https://adilet.zan.kz/rus/docs/P2100000960/history>.
7. Saubanov K.R., Saubanov R.Kh. Otsenka konkurentosposobnosti selskogo hozyaistva Respubliki Tatarstan [Assessment of the competitiveness of agriculture in the Republic of Tatarstan] // Kazan: Izd-vo TGGPU. – 2008. – S. 164 [in Russian].

8. Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan: official website [Electronic resource]. – URL: <http://stat.gov.kz/>.
9. Askarov A. Cultivation area in Kazakhstan increased to 22.7 million hectares [Electronic resource]. – 2021. – URL: <https://kapital.kz/economic/96320/posevnyye-ploshchadi-v-kazakhstane-uvelichili-do-22-7-mln-ga.html>.
10. Kozhaniyazov S. Farmers will have to tighten their belts [Electronic resource]. – 2022. – URL: https://www.instagram.com/p/CZRqft3AEd1/?utm_medium=copy_link.
11. Talimova L.A., Zhubkenov B.M., Akenov S.Sh., Saifullina Yu.M. Priority directions of innovative and technological development of the agro-industrial complex of Kazakhstan // Scientific journal «Bulletin of the University «Turan». – 2020. – №4(88). – P. 219-225.
12. Tazhibaeva R.M. State support of the agrarian sector of Kazakhstan // Problems of the agricultural market. – 2021. – №1. – P. 44-49.
13. Murabildayeva R., Bimendiyeva L., Kondybayeva S. Food security of Kazakhstan: conceptual approaches and current state // KazUEFIT Herald. – 2023. – №4 (53). – P. 133.

Сәкенқызы А., Сапарова Б.С., Глеубердиева С.С., Мусина К.П.

ҚАЗАҚСТАНДАҒЫ ЖЕМІС КӨКӨНІС ӨНДІРІСІНІҢ НЕГІЗГІ МӘСЕЛЕЛЕРІ

Аңдатпа

Бұл зерттеу бәсекеге қабілеттілікті арттыруға баса назар аудара отырып, Қазақстанның агроөнеркәсіптік нарықтарындағы жемістер мен көкөністерге сұранысқа байланысты негізгі мәселелерді анықтауға бағытталған. бұл ғылыми мақалада Қазақстан Республикасының ауыл шаруашылығы мен әлемдік экономиканың бәсекеге қабілеттілігіне қатысты жергілікті және халықаралық ғылыми жұмыстар зерттеліп пайдаланылды. Ауыл шаруашылығының ағымдағы дамуы жағдайында азық-түлік нарығындағы өнімнің бәсекеге қабілеттілігін арттыру қажеттілігін баса көрсете отырып, мақалада нарықтық экономикалық тетіктерді дамытудың маңыздылығы атап көрсетілген. Отандық агроөнеркәсіптік кешеннің нарықтық қатынастарға көшуі әлеуметтік-экономикалық мүмкіндіктер ашса да, мақалада ауыл шаруашылығы өндірісінің бәсекеге қабілеттілігінің негізгі мәселелерін шешу бойынша практикалық ұсыныстар беріліп отыр. Осы ғылыми мақалада аграрлық экономиканың бәсекеге қабілеттілігін арттырудың негізгі бағыттары көрсетілген: инновацияларды ынталандыру, мақсатты мемлекеттік саясатты іске асыру, ғылыми және кадрлық қолдауды күшейту жағдайы, ресурстарды пайдалануды оңтайландыру және азық-түлік импортын алмастыруға жәрдемдесу жолдары. Көрші елдердің өнімдерге деген жоғары сұраныс мөлшерін ескере отырып, көкөністер мен жемістерді өндірудің үлкен әлеуеті нақты анықталды. Бәсекеге қабілеттілікті арттыру және өнім экспортын ұлғайту бойынша ғылыми зерттеулердің нәтижелерін енгізу ұсынылады.

Сәкенқызы А., Сапарова Б.С., Глеубердиева С.С., Мусина К.П.

КЛЮЧЕВЫЕ ПРОБЛЕМЫ ПЛОДООВОЩНОГО ПРОИЗВОДСТВА В КАЗАХСТАНЕ

Аннотация

Данное исследование направлено на выявление основных проблем, связанных со спросом на фрукты и овощи на агропромышленных рынках Казахстана, с акцентом на повышение конкурентоспособности. в данной научной статье использованы как местные, так и международные научные работы, касающиеся конкурентоспособности сельского хозяйства Казахстана и мировой экономики. Подчеркивая необходимость повышения конкурентоспособности продукции на продовольственных рынках в условиях текущего развития сельского хозяйства, в статье подчеркивается важность развития рыночных экономических механизмов. В то время как переход отечественного агропромышленного комплекса к рыночным отношениям открывает социально-экономические возможности, в статье также представлены практические предложения по решению ключевых проблем конкурентоспособности сельскохозяйственного производства. В данной научной статье показаны основные направления повышения конкурентоспособности аграрной экономики: стимулирование инноваций, реализация целенаправленной государственной политики, усиление научной и кадровой поддержки, оптимизация использования ресурсов и содействие импортозамещению продовольствия. Был выявлен большой потенциал для производства овощей и фруктов, учитывая высокий спрос на них со стороны соседних стран. Предлагается внедрение результатов научных исследований по повышению конкурентоспособности и увеличению экспорта продукции.