

## DIRECTIONS FOR INCREASING THE EFFICIENCY OF FOOD PRODUCTS

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**Abstract:** This article discusses the economic efficiency and efficiency assessment mechanisms of food industry enterprises, in which a SWOT analysis is conducted to help enterprises improve their activities, increase competitiveness and achieve sustainable development. A conclusion is made on the ways to increase the economic efficiency of food industry enterprises, and measures are considered to ensure food safety in our country.

**Key words:** food products, SWOT analysis, economic efficiency, effectiveness, efficiency assessment, competitiveness, mechanism, investment, export, technology, quality, competition.

The adoption of the Decree of the President of the Republic of Uzbekistan No. PF-36 “On Additional Measures to Ensure Food Safety in the Republic” dated February 16, 2024 made it possible to achieve qualitative changes in the sector. “As a result of measures taken in recent years to develop the food industry in the republic, attract investment funds to the sector and support export activities, the volume of food production has exceeded 6.1 billion US dollars, and their annual export volume has exceeded 510 million US dollars. Also, over the past three years, the production of 75 types of import-substituting food industry products worth 289.9 million US dollars has been ensured, and the volume of imports has decreased by 7.4%. The share of the food industry in the republic's industry has increased from 14 percent to 16.6 percent.”<sup>1</sup>

In the next five years, the Strategy for Ensuring Food Security and Healthy Nutrition of the Republic of Uzbekistan until 2030 focuses on important issues, including the introduction of effective mechanisms to support industrial production activities, modernization of existing capacities, technical and technological re-equipment, attraction of investments in new projects, further expansion of the range of competitive products on the market, diversification of the production of import-substituting products, and an increase in the volume of production of high value-added products by 1.5 times and export indicators by 2 times. In recent years, systematic work on diversifying agriculture, more rational use of available land, water and other resources, and the production of agricultural and food products through the use of modern and intensive technologies is gradually bearing fruit. In particular, due to the effective use of arable land throughout the year, agricultural and food crops were planted as main, intermediate, and repeated crops, and high yields were obtained from them, creating an opportunity to increase sales not only in the domestic market, but also in foreign markets.

The transition to a new and integrated approach to managing each sector of the agrarian and food sectors, along with ensuring the rapid and sustainable development of these sectors,

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<sup>1</sup> Decree of the President of the Republic of Uzbekistan No. PF-36 dated February 16, 2024 “On additional measures to ensure food security in the Republic”

is an important factor in increasing the volume of agricultural and food production in Uzbekistan, increasing the added value and competitiveness of products. The most important tasks for strengthening Uzbekistan's sustainable agricultural and food system in order to ensure sufficient food for all are:

- ensuring the sustainability of agricultural production;
- reducing product losses and waste in the food supply chain;
- sustainable management of natural resources, land, water and food reserves;
- combating transboundary animal diseases and plant pests;
- improving advisory and information systems and knowledge-building services in rural areas to sustainably increase crop yields and livestock productivity.

The World Health Organization recommends limiting the consumption of sugar, simple carbohydrates, saturated and trans fats, and instead eating fruits and vegetables. The negative impact of unhealthy diets and malnutrition on the global economy is estimated at US\$3.5 trillion per year, or US\$500 per capita. According to analyses by the World Health Organization and the United Nations Development Program, the hidden additional costs of lost productivity due to malnutrition in Uzbekistan are 3.5 times higher, amounting to 7.3 trillion soums.

In the process of world globalization, diversification of products offered by food enterprises is considered as a way to increase the efficiency of enterprises. As our President noted, "Currently, food security and the production of ecologically clean products are urgent issues on a global scale." In solving this, it is necessary to pay attention to two aspects of the issue.

First, from the point of view of food security, the world population is growing, which means an increase in demand for food. Secondly, ensuring sufficient food resources for people becomes a key task. Global climate change has a negative impact on agriculture, reducing productivity and causing food shortages. Political instability disrupts food supply chains and limits access to food. Large amounts of food are wasted from production to consumption, increasing the demand for food resources. In addition, plant and animal diseases and pests can reduce yields and threaten food security.

When analyzed from the perspective of the production of environmentally friendly products, the use of chemical fertilizers, pesticides and herbicides in agriculture, as a result of environmental pollution, leads to soil, water and air pollution. The situation is negatively affected by such factors as loss of biodiversity, greenhouse gas emissions in agriculture, soil degradation, and shortage of water resources. The objective need to replenish the food industry with products produced in our country implies the effective operation of food industry enterprises, since ultimately it depends not only on the standard of living of the population, but also on the development of the economy as a whole.

Food security is the economic condition of the state, which guarantees the full coverage of consumer needs of all segments of the population, taking into account their physical, social and economic capabilities, ensuring compliance with safety indicators, and conditions for the production of food products with high nutritional value.

In order to systematically address these issues and expand citizens' access to basic services that are important for healthy nutrition, the following will be implemented:

- Social protection, that is, strengthening work on allocating land plots to citizens registered in social registers in order to systematically organize their self-sufficiency in food;
- Monitoring population health:

- Ensuring food safety:
- Organizing work to promote and incite healthy nutrition.

New reforms are being implemented in our country to further improve food processing enterprises. In particular, the Decree of the President of the Republic of Uzbekistan No. PF-5853 dated October 23, 2019 “On approval of the Strategy for the Development of Agriculture of the Republic of Uzbekistan for 2020-2030” was adopted. According to the Decree, a number of priority tasks have been identified aimed at increasing the production and processing of food products. Important tasks were outlined, such as ensuring food safety and improving consumer diets, developing and implementing a state food security policy that provides for the cultivation of food products in the required quantities, and introducing mechanisms to reduce state participation in the sector and increase investment attractiveness, which provides for increasing the flow of private investment capital to modernize, diversify, and support sustainable growth of agriculture and the food industry. In particular, the development of food processing enterprises through the strategy for 2020-2030 will ensure the achievement of the economic indicators shown in the table below. With 117.3 trillion soums (14 billion US dollars) of added value created in agriculture, its annual growth is expected to increase by 3 percent in 2021, and by no less than 5 percent in 2025 and 2030. In 2018, the volume of exports of agricultural and food products amounted to 2.3 billion US dollars, and in 2021 it will reach 3.5 billion US dollars. US dollars, planned to reach 10 billion US dollars in 2025, and 20 billion US dollars in 2030”.<sup>2</sup>

Uzbekistan's food industry enterprises have a strong raw material base and cheap labor, but outdated technologies and lack of infrastructure limit their competitiveness. Therefore, the industry can be developed through export opportunities, attracting investments and introducing new technologies. Increasing competition, increasing imports and climate change are considered serious threats to enterprises. As a result of this SWOT analysis, strategic plans of food enterprises are developed and provide practical assistance in improving their activities. The mechanism for increasing the economic efficiency of food industry enterprises is a set of interrelated and complementary measures, which are systematic actions aimed at increasing the efficiency of resource use of the enterprise and thereby improving its economic performance.

In conclusion, we emphasize that the ways to increase the economic efficiency of food industry enterprises include the following:

- Optimization of production processes, i.e., reducing production costs, updating technologies and automating processes.
- Finding sources of cheap and high-quality raw materials by improving the supply of raw materials, strategic cooperation with suppliers.
- Introduction of modern management methods as a result of improving management, optimizing decision-making processes.
- Development and implementation of effective marketing strategies, developing the brand, strengthening marketing.
- Training and advanced training of employees, improving the motivation system.
- Support for modern innovations, i.e., development and introduction of new products and technologies, support for research and development.

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<sup>2</sup> Turgunov M. Some specific features of managing the activities of food industry enterprises. SJ International journal of theoretical and practical research, 2021, 1 (2), 65-75



Thus, increasing the efficiency of food products begins with product development and requires the use of all opportunities.

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