



## THE IMPORTANCE OF THE VEGETABLE NETWORK IN THE AGRICULTURAL SECTOR OF OUR REPUBLIC

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**Annotation:** In the agricultural sector of our republic, the vegetable network plays a critical and indispensable role. Vegetables are not only a vital part of our daily diets, but they also contribute significantly to the economy, environmental sustainability, and the overall health and well-being of our citizens. The vegetable network, consisting of farmers, distributors, retailers, and consumers, serves as a crucial link in the agricultural supply chain, ensuring the availability, affordability, and quality of vegetables across the nation.

**Keywords:** environmental sustainability, distributors, retailers, availability, affordability, competitiveness, effective strategy, ASM network, farm-to-table programs, management, profitability, self-sufficiency

Large-scale work is being done on the well-being of the population of our country, as well as the stable supply of food products, and the full satisfaction of consumer demand due to meat, fruit and vegetable, rice, grape and potato products grown in our country. Positive results were achieved as a result of the implementation of a number of targeted measures programs aimed at fully supplying the domestic market of our republic with agricultural products, increasing the capacity of processing enterprises and export volumes, establishing small and semi-small intensive orchards and new vineyards based on modern technologies. .

Enterprise competitiveness can be characterized as potential qualities that include:

- The ability of the enterprise to realistically assess the expectations of the target group of consumers and to monitor trends in consumer behavior.
- The ability to organize production so that the production results correspond to the expectations of the target group consumers as the most desirable goods in terms of price and quality. When we talk about the results, we mean not only the consumer characteristics of the manufactured product, but also its marketing characteristics (price, guarantees, after-sales service, etc.).
- Ability to carry out effective marketing policy.



- The ability to create conditions for reducing the costs of production factors of a marketable product unit - capital, labor, raw materials and supplies, energy.
- The ability to create and maintain higher technological production compared to other members of the network. For this, it is necessary to update the technologies used in time. These can be related to production, sales, management.
- Ability to plan, organize and implement an effective strategy in the areas of production and marketing based on innovation.

The implementation of the above-mentioned qualities allows the company to be realistically superior to competitors for a long time. These advantages are in the form of an increase in the market value of the enterprise, strengthening of its trademark, additional tolerance to adverse effects of the external environment, including the attack of competitors.

All this together expands the company's capabilities and reduces the weight of its costs in financial, raw materials and other markets. This is reflected in the price of the product and the benefits it brings.

In general, the cultivation of fruit and vegetable products in the republic is a beautiful industry. Except for the years when the weather and climatic conditions are extremely unfavorable (spring frosts, heavy rains during the period of flowering and fruiting). It became possible to meet the high demands of the market in terms of quality, and therefore to ensure the efficiency and profitability of production, only when there are organic economic relations between the product supplier (agriculture) and the consumer (industry and trade).

In order to increase the efficiency of fruit and vegetable growing and viticulture, it is necessary to develop and implement a set of organizational and economic measures that require the expenditure of considerable investment funds by both the state and the farms themselves.

As we know, the analysis of the competitive position of the ASM network involves the identification of factors that affect the attitude of buyers to the enterprise to one degree or another and, ultimately, its share in the volume of sales in the specific goods market. Integration of agricultural processing enterprises and production infrastructure in the operation of the fruit and vegetable sub-complex connection and integration are of great importance, and all their activities should be subordinated to the common final goal - production and delivery to the consumer.



Therefore, providing the population of our country with food products and expanding export opportunities is one of the urgent issues of today. In this regard, as a result of the reforms implemented in the agrarian sector of our country, in the future, the cultivation of agricultural products and self-sufficiency in the republic with the main types of food products, as well as a significant increase in the export of products that are in high demand in foreign markets, will be required.

Supplying the population of our country with food products and expanding export opportunities is one of the urgent issues of today. In this regard, as a result of the reforms implemented in the agrarian sector of our country, in the future, the cultivation of agricultural products and self-sufficiency in the republic with the main types of food products, as well as a significant increase in the export of products that are in high demand in foreign markets, are required. First and foremost, the vegetable network plays a pivotal role in addressing food security and meeting the nutritional needs of our population. Vegetables are packed with essential vitamins, minerals, and nutrients necessary for maintaining good health. Access to a wide range of fresh vegetables is crucial to ensure a balanced diet, especially for vulnerable groups such as children, pregnant women, and the elderly. The vegetable network ensures a steady supply of diverse and locally grown produce, reducing the dependence on imported vegetables, and guaranteeing a reliable and nutritious food source for all citizens.

Moreover, the vegetable network is essential for the economic growth of our republic. It provides employment opportunities for thousands of farmers, laborers, and workers involved in vegetable cultivation, harvesting, packaging, distribution, and retailing. These jobs not only support rural economies but also contribute to reducing unemployment rates in our nation. Additionally, the vegetable industry generates substantial revenue through exports, enhancing our international trade relations and improving the overall economy.

Furthermore, the vegetable network plays a significant role in promoting environmental sustainability. Vegetable farming, when done using sustainable practices, can have a positive impact on soil conservation, water management, and biodiversity preservation. By adopting organic farming methods, practicing crop rotation, and reducing pesticide usage, farmers within the vegetable network contribute to preserving our environment and minimizing ecological harm. In turn, this fosters the long-term viability and productivity of agricultural lands, ensuring a sustainable source of fresh vegetables for present and future generations.



Additionally, the vegetable network plays a crucial role in fostering local community well-being and social cohesion. Farmers' markets, community-supported agriculture (CSA) initiatives, and farm-to-table programs allow consumers to directly connect with local farmers and producers. This direct interaction not only strengthens trust and transparency in the agricultural sector but also promotes a sense of community and local pride. Supporting the vegetable network enables citizens to access locally grown, organic, and seasonal vegetables, thereby encouraging healthier lifestyle choices and enhancing the connection between food production and consumption.

**In conclusion**, the vegetable network stands as a cornerstone of the agricultural sector in our republic. Its importance cannot be overstated, as it ensures food security, drives economic growth, promotes environmental sustainability, and fosters community well-being. Recognizing and supporting the vegetable network is essential for a resilient and prosperous agricultural sector, benefiting both citizens and the nation as a whole.

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