



ANALYSIS OF FACTORS DETERMINING THE EXPORT POTENTIAL OF VINE AND WINE GROWING IN THE REPUBLIC OF UZBEKISTAN

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Annotation:

The volume of grapes produced in Uzbekistan allows not only to cover the needs of the population, but also to carry out export deliveries in significant volumes. The export potential of grapes in Uzbekistan consists of production capabilities, comparative advantages in yield, quality, and price of grapes in foreign markets. This makes Uzbekistan a potentially major supplier of grapes to the markets of developing CIS countries. At the same time, the current situation is characterized by a number of problems, the solution of which will increase the export potential of viticulture and winemaking.

Key words:

Grapes, wine, elite variety, export, potential, factors, importing countries.

Analysis of the current situation in the viticulture and winemaking of Uzbekistan in comparison with the leading countries producing grapes and grape products shows that Uzbekistan uses the export potential of the industry at an insufficiently high level. The current level and dynamics of changes in the export potential of viticulture and winemaking are influenced by both internal and external factors.

In recent years, within the framework of economic reform and liberalization of foreign trade in Uzbekistan, measures have been taken to reduce state regulation of the export of fruit and vegetable products. The growth in vegetable exports by 84% in 2018 compared to the same period of the previous year and fruit and vegetable products by 53% (in value terms) in the first five months of this year testify to the effectiveness of the policy pursued in this area. Simplification of procedures for the export of fruit and vegetable products, abandonment of the state monopoly on the export of fruit and vegetable products and regulation of export

prices are expected to continue to have a positive impact on increasing the export potential of fruit and vegetable products.

The export potential of table grapes in Uzbekistan is objectively constrained by domestic demand, limited by the number of large grape producers, as well as insufficient infrastructure and logistics. Uzbekistan can increase the export of fresh grapes and increase processing, however, while maintaining the current level of yields and sown areas, this will lead to a decrease in the volume of grapes in the domestic market, which may cause an increase in prices. To simultaneously meet domestic demand and increase export volumes, it is necessary to increase the acreage for vineyards, increase yields and qualitatively intensify the cultivation of grapes.

The main external markets for Uzbek grapes and products of its processing are the neighboring countries. The largest importing countries are Kazakhstan and Russia, which account for more than half of all exported grapes. This fact indicates a low diversification of exports, which makes it possible for importing countries to insist on their terms and prices.

Despite the presence of competitive advantages of Uzbek grapes in terms of price and taste characteristics, for Uzbekistan the markets of China, the countries of the Middle East, Europe, East Asia remain undeveloped. The main reasons for this situation are:

- high requirements for the quality of agricultural products in foreign markets;
- tariff and non-tariff barriers applied in importing countries;
- high level of competition in foreign markets;
- high transport costs.

Prices for Uzbek grapes in foreign markets are low compared to those of main competitors. This must be viewed and used as a competitive advantage. However, the difference is often significant. Thus, in the Russian market, the weighted average price (calculations based on UN Comtrade data) for Turkish grapes in 2018 amounted to \$ 1,018 per ton; for Indian - \$ 1586 per ton; for Uzbek - \$ 796 per ton; for Moldovan - \$ 939 per ton. Meanwhile, such a provision should not be a guide to the introduction of minimum prices for exported grapes. Here, rather, it is necessary to increase the number of potential importing enterprises in the consuming countries of Uzbek products, since with a small number of importers there is a high risk of price dictates by the importer.

In the export of wine products, a significant share is taken by the export of primary processing products - wine materials, cognac alcohol. At the same time, the export of finished products - wine and cognac - remains quite low. This is largely due to the fact that Uzbek wine-making finished products are little known, which constrains the demand for them in foreign markets.

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