

## ANALYSIS AND FORECAST OF POPULATION REQUIREMENTS FOR FOOD PRODUCTS UNDER GLOBALIZATION

*Oltaev Sh.S - SamIES  
associate professor, PhD.*

**Abstract:** This article analyzes and forecasts the population's demand for food products in the context of globalization. The article also forecasts the consumption needs of the population of the mahalla for food products according to the minimum consumption budget and rational medical standards, depending on the family composition, and assesses the level of provision of the population with agricultural products. At the same time, the volumes of agricultural products per mahalla and per household are forecasted.

**Key words:** digital economy, neighborhood, minimum consumption budget, rational medical norm, consumer demand, agricultural product.

**Introduction.** The multifaceted reforms implemented within the framework of the “Uzbekistan-2030” strategy [1] allow for a radical restructuring of agriculture and the full provision of the population with basic food products, as well as their large-scale export. In Uzbekistan, agricultural production increased by 1.7 times between 2017 and 2023. Only in 2023, compared to 2022, this indicator increased by 17.2 percent. This proves that our country has huge reserves of food supplies.

The analysis shows that the population's demand for food products is increasing in line with consumer incomes. Not only the types of products, but also their quality affects this. Therefore, at the current stage, it is necessary to support the demand of residents for food products in the area of the neighborhood and to pay attention to solving the tasks in the neighborhood.

The fact is that a comparative analysis and forecast of changes in the production volume of products corresponding to the mahalla and household sectors, consumer demand for products corresponding to the number of family members and their market value, and levels of provision taking into account minimal and rational standards have not been carried out.

Taking this into account, this study provides a comparative analysis and forecast of the consumption needs of the mahalla population for food products based on the volume and composition of agricultural production, and is among the urgent tasks of socio-economic support of the mahalla at the current stage.

**Analysis of relevant literature.** The problems of comparative study of the population's consumption needs for food products and their supply have been studied

by foreign and domestic scientists and specialists based on the criteria of a market economy and a competitive environment.

In particular, the scientific works of Russian scientists G.I. Shemelev [2], B.G. Putievkiy [3], J.A. Crochett [4], E.V. Kulikova [5], I.V. Baskakova [6], N.V. Mozhaykina [7], L.I. Prishchepa [8], A. Rasskazov [9] and others [10] studied the factors affecting the production of agricultural products for the population, the competitive environment in the food market, and assessed the relationship between family income and the number of people based on econometric models. Their research also substantiated the methods of accounting for household income indicators, collecting information, and implementing household functions in the context of a transforming economy.

Among the scientists of our country, A.S. Soliev [11], Sh.M. Gaziev [12], G.I. Shodieva [13] and others studied the organization of small businesses in the neighborhood and the family, the mechanisms of their management, the group of food consumer goods, the normative indicators of the family household, and ways to increase their income.

At the same time, there has been insufficient use of practically simple and scientifically sound normative methods and approaches to assess and forecast the demand and supply of food products in the mahalla, taking into account the consumption norms of families.

**Research methodology.** Methods for filling the food market with consumer goods, ensuring a balance between supply and demand, forecasting demand based on a minimum consumption budget and rational medical standards, and assessing the level of supply of the population to products constitute the methodological aspects of this study.

**Analysis and results.** As is known, as the competitive environment becomes more intense, the need to study the consumer market is becoming more and more urgent. This requires not only traditional marketing research methods, but also the use of modern methods to ensure effectiveness in making strategic decisions. Because in a situation where trade and consumer demand and culture are rapidly developing in the market, it is impossible to achieve high-quality results with a high level of accuracy by conducting marketing research alone. The fact is that the development of the consumer market requires ensuring a balance between supply and demand, and especially, by accurately determining the level of demand, constantly adjusting the supply (production) of consumer goods.

In practice, the existence of options for determining the consumption demand of the population in connection with the growth of its number and income makes it possible to regulate price changes in the market, the allocation of resources for production (land, labor, etc.). From this point of view, determining the demand of the

population of the neighborhoods for consumer goods, primarily food products, in practice serves as a basis for knowing the development of households in the family, in particular, their need for production resources, and for forecasting the structure of their income and expenses.

From this point of view, a practically simple and scientifically based normative method can be used to determine the consumption requirements of the population of the mahalla for food and non-food products. This approach is an effective way to calculate the minimum consumption budget of the population in our country. The basis of this approach should be the establishment of differentiated norms for each type of product.

The standards differ from the rational medical standards established for the population of Uzbekistan in that they take into account the solvency of the country's population and whether the consumed product is produced in the republic or imported, and they provide a certain nutritional unit (kilocalorie).

At the same time, it should be noted that the increase in the population's income, the improvement of the quality of family life, will lead to significant qualitative changes in consumption rations, and the bulk of the population will gradually switch to eating in the amount established by rational medical standards. Taking this into account, it is necessary to carry out forecasts based on medical standards when determining the population's demand for consumer goods.

Based on these rules, the demand for food products of the population of the neighborhood was calculated using two different standards, that is, standards for calculating the minimum consumption budget and rational medical standards.

In Uzbekistan, the food demand for calculating the minimum consumption budget of families includes 42 types of products. A family of 5 and 7 people requires from 607.5 kilograms to 850.5 kilograms of flour and flour products per year, of which 55 percent is wheat bread. Also, a family of 5 people requires 857 kilograms of vegetables per year, and a family of 7 people requires 1,200 kilograms; and potatoes require 317.5 and 444.5 kilograms, respectively. These indicators increase with the number of family members.

The average value of product groups at the market price is 46.2 million per year for 5 people. 49.4 million soums for 7 people. equal to soum. It requires an average of 9242 thousand soums per year for one family member in a family of 5 people, 8490.6 thousand soums in a family of 7 people, for food according to the ration standards. Methodologically, it is possible to calculate the expenses required for food products by group of families, by using the prices of products purchased in the places of purchase of products (farmers' markets, stores, supermarkets, etc.) and the prices of products produced in private farms in rural families (equal to the market price). It will have a higher level of accuracy of the family's expenditure on food in each neighborhood. The

nature of product prices fluctuating throughout the year requires that consumption norms be broken down by season for such calculations.

Meeting the normative requirements of the population of the republic for food products depends on the level of agricultural production. In 2023, the amount of potatoes produced in Uzbekistan will be 99 kg per capita. The level of provision for this type of product is 55 percent higher than the average. The provision of the population with vegetable products in the country is significantly higher than the established norms. This is a great opportunity for the export of vegetable products. At the same time, the level of provision of melons and fruits according to medical standards is 402 and 128.2 percent, respectively.

According to statistical data from the Ministry of Agriculture of the Republic of Uzbekistan, in 2023, 8426.5 thousand tons of grain and legumes were produced in our country. Taking this into account, grain production per capita is 235 kg. This is 1.4 times more than the norm established for calculating the minimum consumption budget of the population (171.2 kg.) and almost 1.7 times more than rational medical norms (166.3 kg). Such a high level of provision allows the production of flour and other types of flour products from grain for population consumption and their export.

The production of livestock products per capita exceeds the minimum consumption budget by 68% for meat, 169.2% for milk, and 12.2% for eggs. According to medical standards, the population's demand for milk is only 76.0% higher, and for meat and eggs by 8.0 and 25.0%, respectively. These circumstances require special attention in agriculture to be paid to the production of meat and eggs. At the same time, it is advisable to optimize the population's consumption ration and thereby organize large agricultural firms specializing in the production, storage, and sale of vegetables, fruits, milk and eggs in certain regions, especially in the suburbs, and meat in the pre-TOF regions.

The high level of attention paid by the President of the Republic of Uzbekistan to the support and development of the mahalla system in our country, and the assessment of short-term reserves of food requirements of families living in these regions are of great socio-economic importance. Taking this into account, this study has forecasted the volume of rural and agricultural products for household consumption of one mahalla and one family based on data for 2023 (Table 3).

The average grain production per mahalla in 2023 was 901.2 tons. An average of 1,181.8 kg of grain products was produced per household of 5 people. The indicators for grain and the volume of other types of products correspond to consumption standards. Table 3 also shows the average prices formed in farmers' markets and shops in 2023 and the first quarter of 2024. The results of this comparison can be used to form decisions on the development of a program for supporting poor families and individual entrepreneurship by the "mahalla seven" of each district.

In general, the increase in the income of the population of the mahalla and households, the improvement of the quality of life of families, will lead to significant qualitative changes in their consumption rations, and the main part of the population will gradually switch to eating in the amount established by rational medical standards. In this regard, it is necessary to make forecasts based on medical and other categories of standards when determining the demand for consumer goods.

Based on these considerations, it is appropriate to create a computer system for calculating the optimal size of food consumption rations of family members and the amount of expenses required for it within the body of the citizens' assembly of each district. For this purpose, it is required to develop the information base of the population food ration model and calculation algorithms, as well as the computer system platform.

**Conclusions and suggestions.** We believe it would be appropriate to summarize the following:

Firstly, socio-economic support and development of the mahalla system in Uzbekistan is one of the most urgent tasks in the development strategy. One of them is to assess and forecast the consumption demand of each family in the mahalla territory for sufficient food products. This will strengthen the confidence of the mahalla residents in the future and create the basis for a prosperous life;

secondly, the level of provision of the population of the mahalla for food products in terms of consumption standards has increased in recent years. Grain production per capita in 2023 was 235.0 kg, and the provision is 137.3% higher than the minimum consumption standard and 166.0% higher than the rational medical standard. A similar increase can be observed for other types of food products;

Thirdly, the average volume of agricultural products per mahalla and per household in our country in 2023 has been forecasted, and it shows that they comply with the established minimum consumption and rational medical standards. Such forecast indicators can be used in the development of business plans and social support programs in the mahalla;

fourthly, it is proposed to develop and put into practice an automated computer system based on medical and other rational standards of population food consumption in order to provide comprehensive support to the residents of the neighborhood. This gives opportunities not only to eat at optimal rates, but also to reduce consumption costs;

fifthly, the forecast information of the population's demand for food products can be used in the formation of food reserves at the national and regional levels and in the citizens' gatherings of each district, as well as in the assessment of the completeness of consumer goods in the farmers' markets.

Literature

1. Ўзбекистон Республикаси Президентининг 11-сентябрь 2023- йилдаги “Ўзбекистон - 2030 стратегияси тўғрисида”ги ПФ-158-сонли Фармони.
2. Шмелев Г.И. Производство сельскохозяйственных продуктов населением России. - М., 2002. - с.108-111.
3. Путиевский Б.Г. Маркетинговое исследование розничного рынка продовольственных товаров // Практический маркетинг, Пермь. - №6. - 1990.
4. Crockett J.F. Population Change and the Demand For Food/ [www.nber.org/books/univ60](http://www.nber.org/books/univ60).
5. Куликова Е.В., Левит С.Р., Сбытова А.С. Доходы домашних хозяйств: показатели, методология, расчеты, источники информации. - М.: Госкомстат РФ, 1995. - 206 с.
6. Баскакова И.В. Функции домашних хозяйств и их реализация в условиях трансформируемой экономики. Автореф. диссер. на соиск. ученой степени к.э.н., Екатеринбург. 1997. - 27 с.
7. Можайкина Н.В. Социально - экономическая сущность категория домохозяйства. // <http://www.nbuuv.gov>.
8. Прищепа Л.И. Экономическая роль домохозяйства и семьи в благосостоянии страны. Вестник БДУ. Сер. 3. 2009, №3. - С. 83-87.
9. Рассказов А. Поддержка личных подсобных хозяйств населения.// Международный сельскохозяйственный журнал. - М., 2003. № 4. - С.3-8.
10. Поведение домохозяйства в рыночной экономике. [kondratyev.professorjournal.ru/c/document\\_library/get\\_file?p\\_1\\_id=520889...](http://kondratyev.professorjournal.ru/c/document_library/get_file?p_1_id=520889...)
11. Солиев А.С. Маркетинг. Бозоршунослик. - Т.: Иқтисод - молия, 2010. - Б. 75.
12. Газиёв Ш.М. Маҳалла ва кичик оилавий бизнес. Оммабоп рисола. - Т.: ТДЮИ, 2011. - 46 б.
13. Шодиева Г.М. Оила хўжалиги мулки ва даромадини кўпайтириш йўллари. Иқтисод фанлари номзоди илмий даражасини олиш учун диссертация автореферати. - Т., 2001. - 24 б.
14. Ўзбекистон Республикаси йиллик статистик тўплами. 2010-2018 - йиллар. Тошкент, 2019 й. - 273 б.
15. <https://siat.stat.uz/reports-filed/235/table-data>
16. Бюджетнома. 2023-2024 - йиллар учун бюджет мўлжаллари. Ўзбекистон Республикаси Молия вазирлиги.
17. Шавкат Олтаев. Мамлакатимиз ёшларининг иш билан бандлик даражасини ошириш: муаммо ва имкониятлар. 2022. Сервис. 45-49 б.
18. Шавкат Олтаев. Оилавий тадбиркорликни ривожлантиришда инновацион фаолиятнинг ўрни. 2022. Сервис. 102-105 б.

19. Олтаев Ш.С. Пардаев М.Қ. Қарорларни қабул қилиш назарияси ва унинг ривожланиши. 2022. Сервис. 5-8 б.
20. Шавкат Олтаев. Инновацион ривожланишда рақамли иқтисодиётнинг аҳамияти. 2022. Сервис. 28-30 б.
21. Шавкат Олтаев. Хулқ-атвор иқтисодиёти ва давлат сиёсати. СамИСИ. 2022. 196 б.
22. Шавкат Олтаев. Мамлакатимиздаги тадбиркорлик субъектларига яратилаётган имкониятлар. 2021. Сервис. 120-124 б.
23. Шавкат Олтаев. Меҳнат ресурсларидан фойдаланиш самарадорлигини ошириш йўллари. 2021. Сервис. 49-53 б.
24. Шавкат Олтаев. Маҳалла мажмуасини қуриш ва оила тадбиркорлигига инвестициялар жалб этишдаги муаммолар ва ечимлар. 2021. Сервис. 109-112
25. Олтаев Ш.С. Пардаев М.Қ., Холиқулов А.Н. Макроиқтисодий таҳлил ва прогнозлаштириш. 2021. 238 б.
26. Пардаев М.Қ., Олтаев Ш.С., Ўринбаева Ю.П., Пардаев О.М., Артиков З.С. Макроиқтисодий таҳлил. 2021. 396 б.
27. Шавкат Олтаев. Макроиқтисодий таҳлил ва прогнозлаш. 2021. 135 б.