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Directions for Improving the Organizational and Economic Mechanism of Food Industry Management in the Digital Economy

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Abstract: Today, as the world economy develops, so does the world's population. This shows that the management of food industry enterprises is one of the key issues on a global scale in the process of meeting the unlimited needs of the population as efficiently as possible through the efficient use of limited natural resources, which are the laws of the economy. With the development of the real sector of the world economy and the increase in production, the increase in the number of manufacturing enterprises is having a negative impact on the environment and global climate change. All this indicates that the security of the food industry and the effective organization of the management of manufacturing enterprises is one of the most pressing issues for countries around the world on a global scale.

Keywords: food industry, foreign market, strategic foreign investors, food industry security, national economy.

Introduction

We all know that the food industry is a broad sector of the national economy producing food products, which includes meat, milk, milk fat, fats, fish products, flour, pasta, fruits. Enterprises are producing canned vegetables, juices, beverages, sugar and many other products. It is no secret that the cultivation and supply of food in the world today is one of the global issues. This issue is equally important for developed and developing countries [1-6]. In this sense, it is important to provide the population of our country with quality food products. If we go to any grocery store today, we will see that on its counter there are mainly consumer goods of local production. The markets are also filled with domestically produced delicacies. Achieved in the food industry of our country. Management plays an important role in ensuring the sustainability of food industry enterprises, adapting to a free competitive environment. An enterprise can bankrupt its market by producing a low-cost or low-quality product that is not needed by the population without marketing [7-12].

Materials and methods

Nestle, a Swiss manufacturer of water, chocolate and other products, is a well-established example of corporate governance in the global food industry. According to the world's leading Forbes magazine, in 2019, Nestle Corporation was found to be the world's largest food company [14-18].

Formation of an effective system of management of the food industry of the republic in accordance with the principles and methods of corporate governance, modernization of enterprises, attracting investments for technical and technological re-equipment, increasing the volume of processing of fruits and vegetables and other agricultural products. In order to increase the production of quality local food products that are competitive in foreign markets, the President of the Republic of Uzbekistan on February 18, 2016, adopted a resolution "On measures to further improve the management of the food industry." According to it, the main tasks and areas of activity of the holding company "Uzbekistonholding" are:

- Carrying out in-depth marketing research to study the domestic and foreign markets of fruits and vegetables and other food products, and on this basis to develop programs for the development of the industry in the medium and long term;
- Wide introduction of modern logistics of the movement of agricultural food raw materials, produced based on market relations between agricultural producers, processing enterprises, procurement and sales organizations, taking into account its preparation, storage, deeper processing and sale;
- Establishment of enterprises for the production of modern packaging products using advanced foreign technologies and designs;
- Introduction of high-efficiency modern innovative technologies for the processing of fruits, vegetables, meat, dairy and other agricultural food raw materials, for this purpose, first of all, to attract foreign direct investment from strategic foreign investors;
- The organization of exports of processed fruits and vegetables, as well as other food products, the development of measures to increase the competitiveness of products, the introduction of a modern international system for assessing the quality of food products;
- Assistance to industrial enterprises in the organization of work on standardization and certification of products, organization of information services to industrial enterprises, training, retraining and advanced training. [19-26]
- At the same time, there are problems in the food industry due to the strict regulation of the management of enterprises, the presence of redundant links and overlapping functions, the lack of systematic work with businesses.

Food products are usually different from other industries in terms of season selection. At the same time, it is important to improve the management of all processes, from the cultivation of agricultural products and ready-to-eat food products to the daily and regular consumption of the population. In 2014, the country produced industrial products worth 84.1 trillion UZS. Of this, 14.3 trillion UZS were food products. In 2018, industrial products worth 235.3 trillion UZS were produced, of which 25.2 trillion UZS fell to the share of food products. In January-November 2019, industrial products worth 297.8 trillion UZS were exported, of which 30.6 trillion UZS fell to food products.

Table 1. The volume of industrial and food production in Uzbekistan (billion UZS)

Indicators	2014	2015	2016	2017	2018	January-November 2019
The volume of industrial output	84011,6	97598,2	111869,4	148816	235340,7	297815,5
Food production	14387,2	18511,6	22400,5	23217,7	25256,05	30632,7

This figure is 2.1 times higher than in 2014 alone. During this period, the population of the republic did not increase as much, but the volume of food production increased. It is clear from the data that the growth of the economy of the Republic is inextricably linked with the food industry, as well as industry [27-36]. Today, reducing the share of imports in the supply of food to the population, increasing exports and increasing the number of food enterprises and the widespread use of innovative projects in food production are needed to achieve efficiency in this regard. It is necessary to expand the coverage of agricultural products, including food processing enterprises. In this way, we will be able to create a competitive environment between companies. Because where there is competition, there is growth. For this, it is necessary to develop the raw material base. Today's demand is the introduction of new technologies in manufacturing enterprises to provide the population with quality food products. Today, the demand for frozen dried food products is growing year by year [37-45]. It is necessary to expand this sector in our country and increase the opportunities for the development of enterprises engaged in this sector [46-50]. In addressing the problems in the food industry, it is necessary to effectively use available resources, strengthen foreign investment to improve the food industry. Most importantly, the training of people who have the knowledge and skills to meet modern requirements in this field, who are aware of digital technologies and can use them, will serve as a great foundation for the future.

Conclusion

In conclusion, in order to achieve efficiency in the management of food industry enterprises, it is necessary to clearly define the goals of management, ways to achieve them, to study the experience of developed foreign enterprises. Production of high quality and competitive food products at the lowest cost ensures high efficiency. The components of the food industry: the cultivation of agricultural products, the supply of products to enterprises, packaging, processing, effective organization of the supply of quality food to consumers, strengthening ties between growers and enterprises, primary food in the regions of the Republic. The establishment of a production complex would prevent the deterioration of the quality of food products and ensure the stability of product prices by reducing transportation costs.

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