



Determining the Market Demand for the Types of Services Necessary for Livestock Farms Within the Regions.

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Abstract: . Sustainable agriculture and rural development are integral and necessary components of sustainable development. Sustainable agriculture involves all three pillars of development - economic, social and environmental. It cannot be viewed merely or even primarily as farming systems that are technically able to maintain or increase yields while conserving their natural resource base. This is a common interpretation held by many international development organizations and practitioners, but one in which the aspect of equity goals tends to be forgotten. In practice, sustainable development, sustainable agriculture and food security are similar and overlapping concepts. Promoting both food security and sustainable agriculture implies dealing with the same issues.

Keywords: Agriculture, market demand, products (services), price, zoo-veterinary services, livestock farms

Introduction.

Usually, in markets based on free market principles, the basis of economic relations between consumer and producer (product and service seller) entities through the sale of goods is formed by the amount of demand for products (services), supply volume and market price. In this case, the specific form of market relations is manifested through the listed main market elements and their size and quality. That is, the demand for quantity and quality indicators of specific products and services is formed due to changes in the ratio between market demand, supply and market price. At the same time, the market price formed for products and services also changes due to the change in the ratio of supply and demand. However, in this situation, demand, supply and market price are formed and changed as market elements, in our opinion, the existence and change of market demand for products and services is the main driving force that leads to the change of other market elements (supply and price).

Therefore, the wishes of the buyer related to the purchase of products and services can become a market demand only when he has sufficient financial means to fulfill the wish. However, this does not mean that there is still consumer demand. Many factors influence consumer demand. Among these factors, the most influential factors include the price factor and the non-price factor (Figure 1).

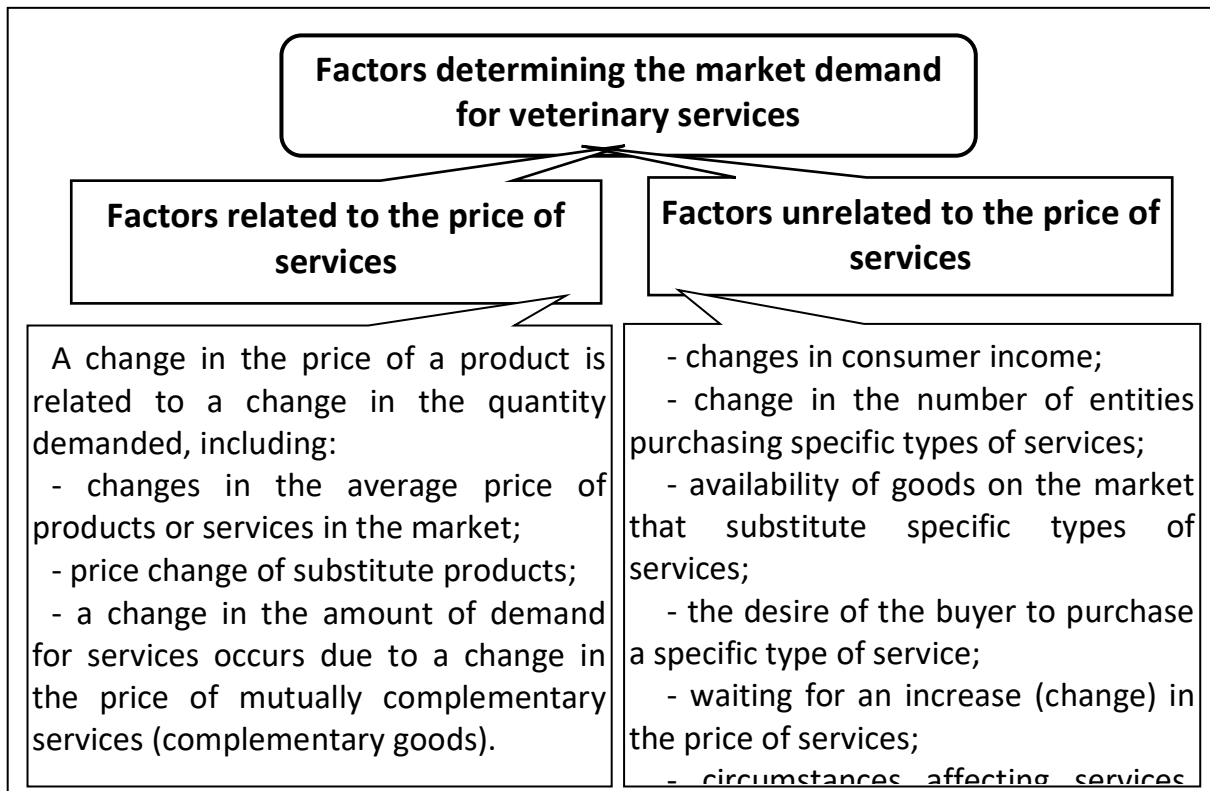


Figure 1. Composition of the emerging market demand for zoo-veterinary services according to the level of satisfaction ¹

Factors not related to the price affecting market demand include consumer incomes, the number of entities purchasing specific types of goods and services, availability of substitutes for specific types of products and services on the market, the desire of buyers to purchase specific types of products and services, price increases (changes) it is possible to include cases such as waiting, changes in public policy affecting specific products.

In other words, non-price factors that affect market demand are usually factors that affect price changes even if other factors remain constant. For example, an increase in the income of the consumers of the respective products affects the increase in the average market price of products and services due to the increase in the volume of purchases of products and services, and vice versa. Or, in specific markets, an increase in the number of buyers of specific types of products and services also affects the increase in market prices and vice versa.

The price factors of the market demand are related to the change in the amount of demand due to the change in the price of the product, among them - the change in the price of products or services, the change in the price of substitute products, the change in the price of complementary products (complementary products) reflect the change in the amount of demand makes. For example, the increase in the price of zoo-veterinary services is a factor that strongly affects the decrease in the market demand for this service. Or an increase in the price of veterinary drugs leads to an increase in the price of services as a complementary product with zoo veterinary services. This causes a change in the volume of market demand for zoo-veterinary services (the amount of products and services that consumers want to buy or have the opportunity to buy at a certain time within certain prices).

The quality factor is also very important in the formation of market demand for products and services. However, the impact of the quality factor depends on the degree of saturation of the market with products and services. Today, farmers and peasant farms in most cases do not have the opportunity to purchase zoo-veterinary services, taking into account its quality. Because zoo-

¹Source: Developed by the author.

veterinary services are insufficient in terms of quantity and there is no competition in the service market, they are forced to use the services offered to the market regardless of its quality. It should be noted that this situation has a negative effect on the quality of services in the long term, causing the quality of services to decrease or the measures to improve the quality of services to be implemented at a slow level.

If we evaluate the above economic situation theoretically, this constitutes an unsatisfied demand (Figure 2).

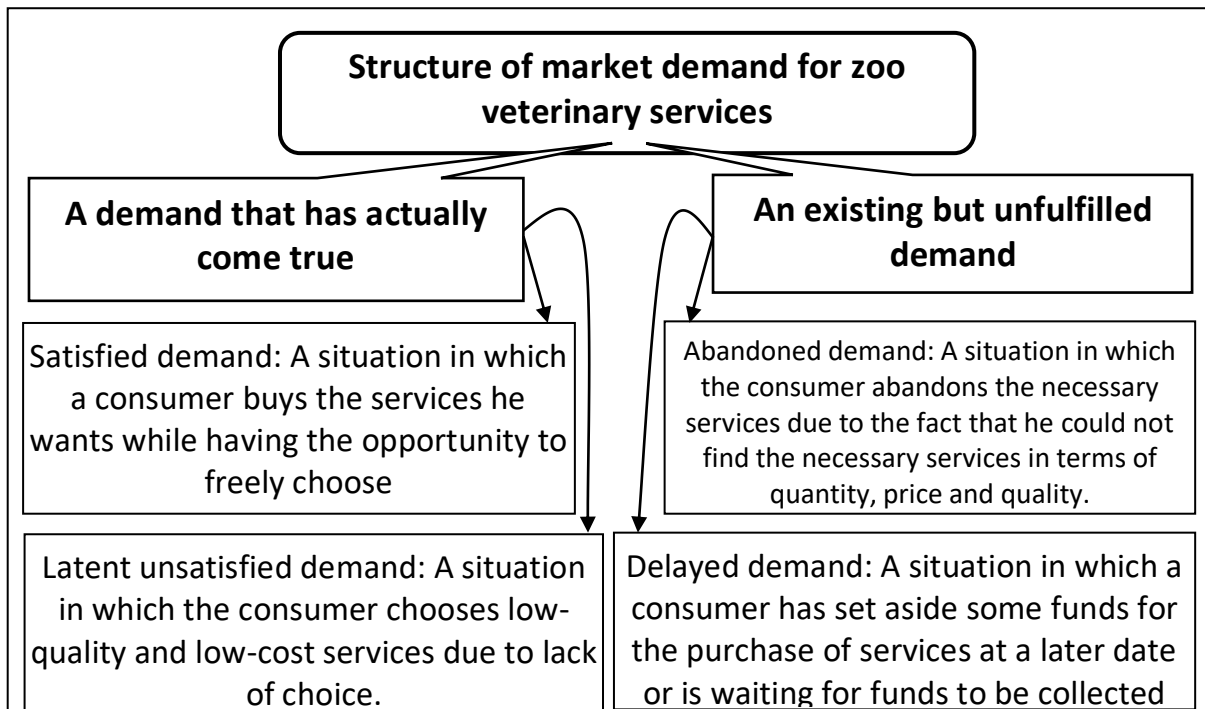


Figure 2. Composition of the emerging market demand for zoo-veterinary services according to the level of satisfaction.²

That is, the consumer (livestock farms) is forced to purchase services that he does not want in terms of quality and price due to the lack of competition in the service market or the lack of service providers. Or the funds available for the purchase of services due to the fact that he is not able to purchase the services he wants due to the fact that the services have not been established, they are forced to save the services for later use.

The emergence of demand for services in the market occurs together with the existence of necessary conditions for the formation of an offer. Such conditions can be evaluated as a free and open market environment, a closed and tightly regulated market environment, or a competitive market environment (Figure 3).

²Манба: Муаллиф томонидан ишлаб чиқилган

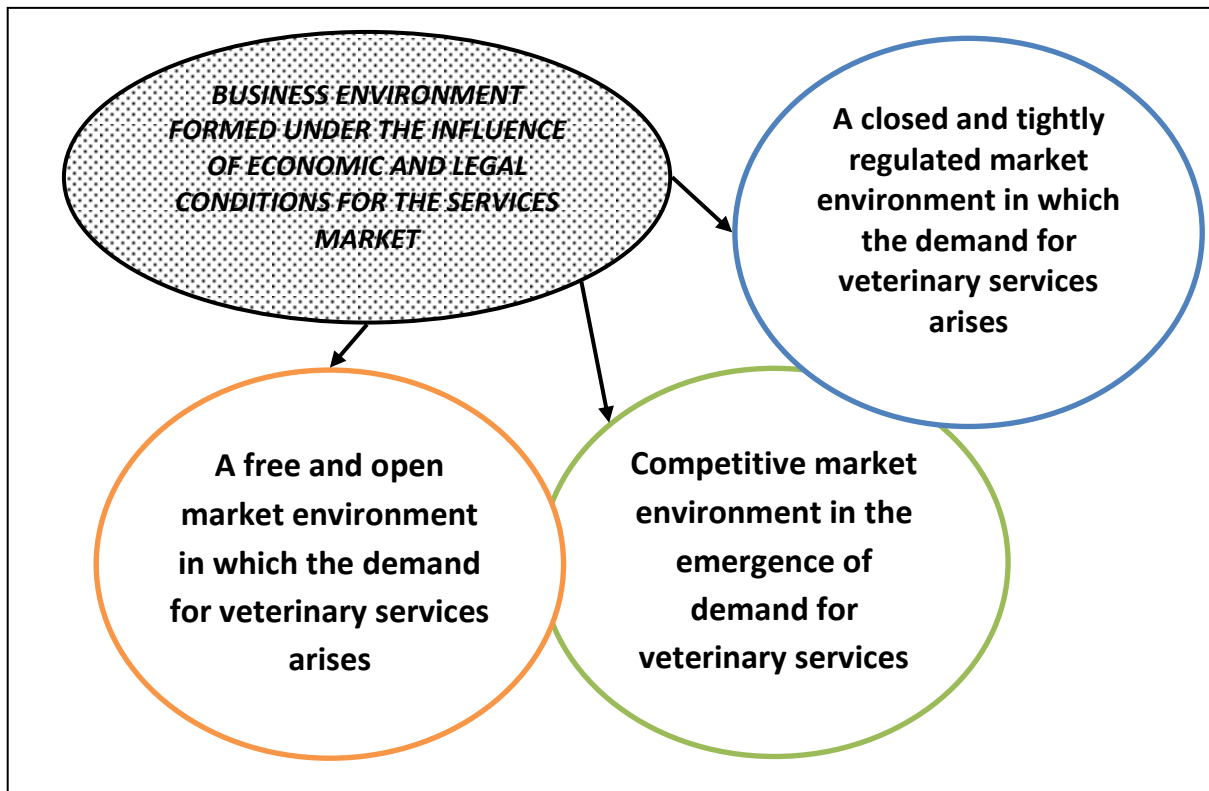


Figure 3. Created economic and legal conditions for the formation of demand for zooveterinary services³

These environments stimulate the emergence of service entities in the service market and the formation of market demand in their place, determining the effectiveness of their activities. In particular, in the conditions of the free and open market environment in which the demand for Zoo veterinary services is created - there are no obstacles for service entities to operate and enter the market, and the activities of service entities are legally and economically encouraged under the protection of the state. Due to the absence of registration restrictions on the establishment and termination of service entities, administrative and other obstacles in the process of service provision, the service system is formed on the basis of market demand and supply. Such a situation exists today in the field of providing services to livestock farms in our republic, and service entities operate freely.

A closed and strictly regulated market environment for the emergence of demand for zoo veterinary services - in current situations, the entry and operation of service entities into the service market is strictly limited by various legal documents (through quotas, licensing, customs or taxation procedures), and new services will be an obstacle to its emergence and effective functioning. Or, the state has established various limits and a planned distribution system for the activities of service providers, and the market demand is not sufficiently satisfied (in terms of quality, price or quantity) due to the fact that their activities do not meet the requirements of the free market.

In the conditions of the competitive market environment in which the demand for zoo-veterinary services is created, there are a large number of entities operating in the service market based on different ownership, choosing customers of different sizes (large, small), purchasing resources and selling services. In this case, the market demand for services is formed based on the price and quality of services, and the satisfaction of the demand is mainly achieved.

³Манба: Муаллиф томонидан ишлаб чиқилган.

Since the activity of the entities providing services operating on the basis of competition is mainly organized on a commercial basis, it requires that the consumers of zooveterinary services also operate on the basis of free market principles. That is, farmers and peasant farms in the field of animal husbandry, along with being economically free to use services, must offer their products to the market under free market conditions, have commercial goals as the basis of their activity, and operate in a competitive environment. Although such a situation exists today in the market of zoo-veterinary services in our republic, the problems in offering services to the market by entities providing services have a negative impact on the development of the general services market.

It is necessary to pay attention to the changing situation of another market in the matter of formation of market demand for services and its satisfaction. Although there is a market demand for services within a certain area, for a certain period of time, it may not manifest itself in practice, or it may be imperceptible within certain areas for service providers. Also, market demand for zoo-veterinary services can be active (in motion) (Figure 4).

So, although there is a market demand for zoo-veterinary services in both of the above cases, in the first case, it is a situation that has not yet been formed and may appear in the future, and in the second case, it is about a market demand that has already formed and is valid. If we focus on the first case, there is currently no market demand for zoo veterinary services, but there is talk about the existence of such a potential. Here, it is more correct to explain the non-availability of entities providing zoo-veterinary services or their geographical distance for farms, rather than the solvency needs of farmers and peasant farms in the field of animal husbandry. Because there is objectively a market demand for highly qualified specialized zoo-veterinary services in farms or livestock complexes producing livestock products.

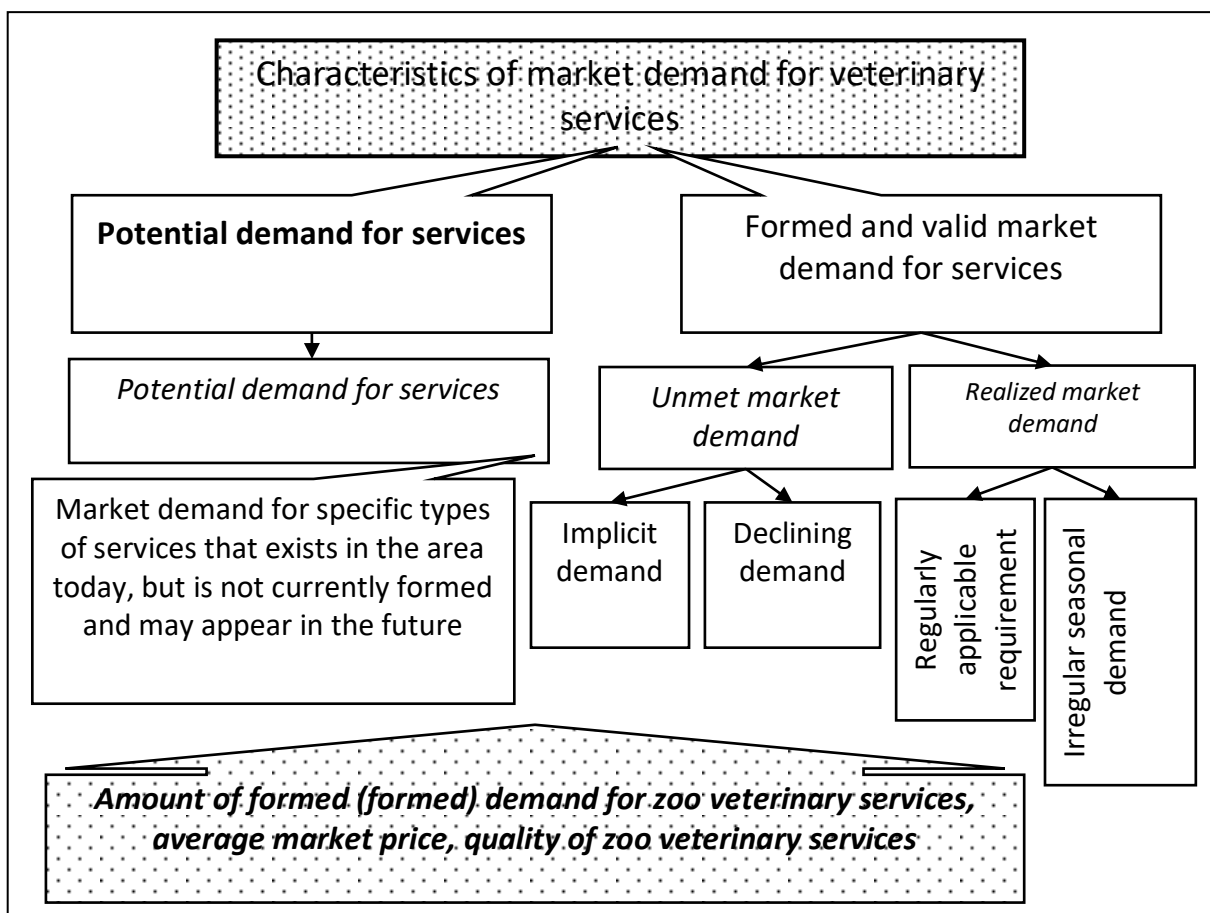


Figure 4. Characteristics of market demand for veterinary services⁴

⁴Манба: Муаллиф томонидан ишлаб чиқилган.

The amount of market demand increases in proportion to the introduction of innovative developments aimed at increasing the production intensity and economic efficiency in livestock farms, and the level of utilization of the results of agrarian science. However, market demand is the "demand potential" for service providers. That is, the unfulfilled market demand in the services market. This demand begins to manifest itself in certain cases, when the necessary organizational and economic conditions are created. In this, the marketing strategy implemented by the service entities in connection with the stimulation of the market demand for services is of great importance.

At the same time, the market demand for services stimulates the development of the supply of services, and on the contrary, the supply of services ensures the intensity and regularity of the market demand for services. However, this process develops within certain restrictive and encouraging laws of the free market. These laws are interrelated with the amount of demand for veterinary services, the average market price and the level of quality of veterinary services, within the requirements of a free, objective market economy. However, in our opinion, the market demand should have a driving force in the formation and development of the market of zoo-veterinary services.

Therefore, when determining the volume of demand for services within individual regions, the amount of currently formed and valid market demand for zoo-veterinary services should be taken into account, together with the market demand for services that exists in a specific area and for a specific period of time, but has not yet formed for a specific type of services and may appear in the future.

Based on the above considerations, the following methodological approaches are recommended for determining the market demand for the types of necessary services and their volumes within livestock farms by region (Figure 5):

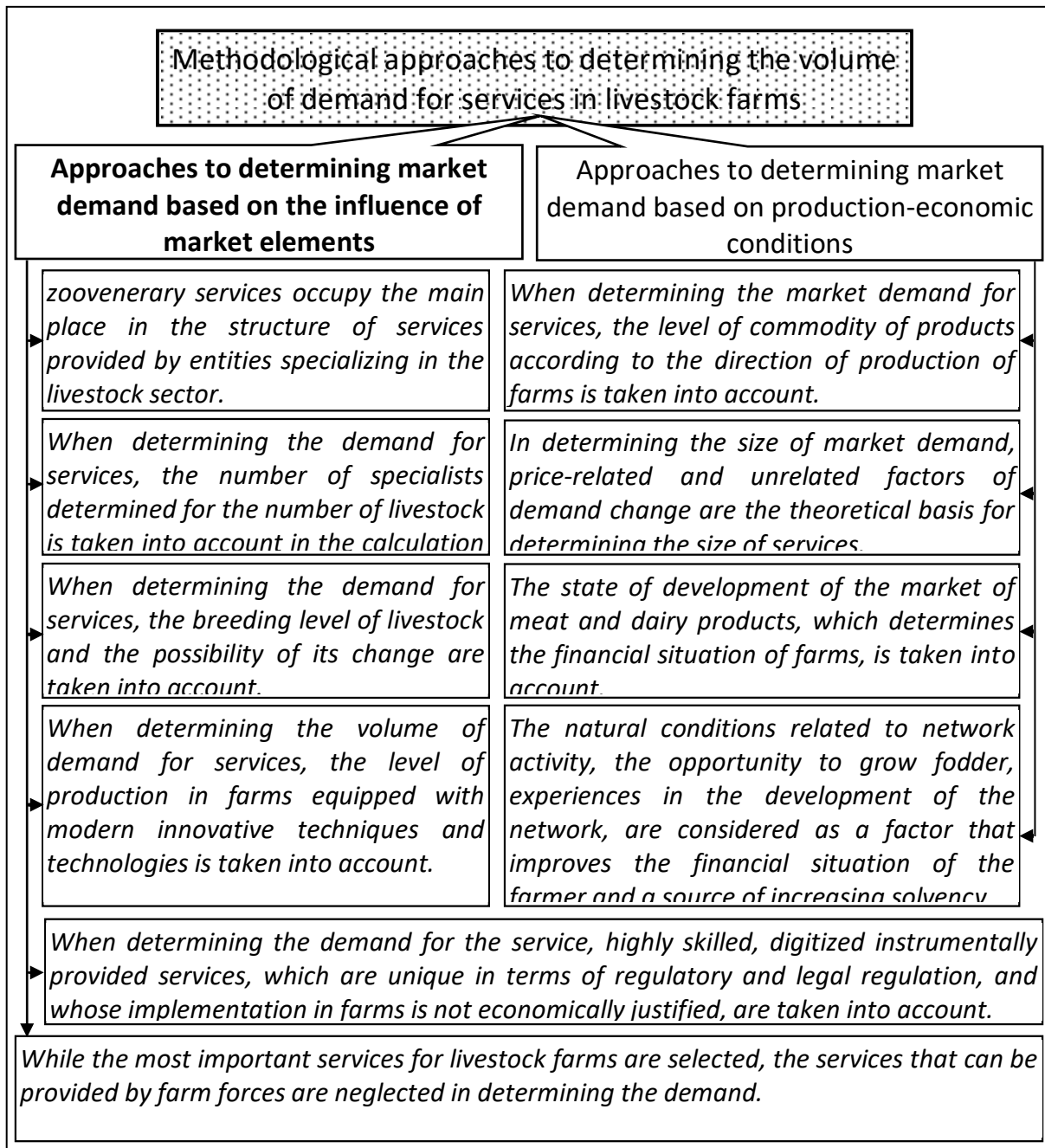


Figure 5. Methodological approaches to determining the volume of market demand for services in livestock farms⁵

- services that can be provided by the forces of livestock farms (accounting, agronomy services in fodder cultivation, production planning on the farm, etc.) are ignored when determining the market demand for services, while selecting the most important types of the main types of services in livestock farms;

- it is assumed that zooveterinary services occupy the main place in the structure of services provided by specialized market entities within the framework of production relations related to the production of milk and meat products in livestock farms;

- when determining the demand for services in livestock farms, the time spent on the number of zootechnicians, veterinarians and other similar specialists determined for the number of livestock kept in the farms is taken into account in the process of calculations (demand forecasting);

⁵Манба: Муаллиф томонидан ишлаб чиқилган.

- when determining the market demand for services in livestock farms, the level of productivity of production of products according to the direction of the main production of livestock farms (milk or meat production) is taken into account;

- in determining the size of the market demand for services, price-related and non-price factors of changes in demand for services serve as a theoretical basis for determining the size of services;

- the natural and climatic conditions related to the development of the livestock sector, the possibility of growing fodder, long-term experience in the development of the livestock sector, are considered as a factor that strengthens the financial capabilities of the livestock farm and a source of increasing the solvency.

Each of the above-mentioned issues should be taken into account when developing methodological recommendations for determining the volume of market demand for services in livestock farms. Also, one of the issues that should be taken into account when determining the market demand for services in livestock farms is that due to the scattered location of farms in livestock regions, geographically far or near to product markets and various service centers, it is also one of the factors that strongly influence the change in market demand for services.

Because the location of livestock farms far from service centers (such as zoo-veterinary branches, oil product distribution branches, commercial banks, markets for selling agricultural products, milk and meat processing plants) has a negative effect on the quality of service to the livestock industry, on the other hand, the financial performance of service entities as a result of the negative impact on the situation, the possibilities of improving the quality of services decrease.

In conclusion, we can say that the amount of market demand will increase in proportion to the introduction of innovative developments aimed at increasing the production intensity and economic efficiency of livestock farms, and the level of use of the results of agrarian science. However, market demand is the "demand potential" for service providers. That is, the unrealized market demand in the services market begins to manifest itself in certain cases, from the moment the necessary organizational and economic conditions are created.

The following methodical approach is recommended for determining the market demand for necessary services in the area within livestock production farms:

– services that can be provided by the forces of the farms (such as accounting, agronomy services, planning) are ignored when determining the market demand for services, while the type of services important for farms producing livestock products is selected;

– within the framework of the services provided by specialized market entities within the framework of the production of milk and meat products in farms producing livestock products, the main place is given to zooveterinary services;

– when determining the demand for services, the time spent (forecasting the demand) related to the number of zootechnicians, veterinarians and other similar specialists determined for the number of livestock kept in farms is taken into account;

– natural and climatic conditions related to the development of the livestock sector, the possibility of growing fodder, long-term experience in the development of the livestock industry, non-compliance with the requirements of the factors that strengthen the financial capabilities of the livestock farm and the source of increasing its solvency, the quality of services and their use also reduces the possibilities.

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