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THE PLACE OF LOGISTICS FOR THE PROMOTION OF AGRICULTURAL PRODUCTS NECESSARY TO SOLVE THE COUNTRY'S FOOD PROBLEM

Abstract. The article deals with the role of logistics for the promotion of agricultural products necessary to solve the country's food problem. The situation in agriculture has led to an increase in food imports of the country, which determines the place and needs of logistics in the movement of agricultural products. It was argued that the financial costs of food purchases would increase the weight of the country's gold reserves and that the increase in the cost of unprofitable transportation would be a burden on the consumer. A good way of supplying agricultural products is aimed at increasing the competitive environment. The development of agriculture depends only on the impact of natural conditions, the need to improve the infrastructure necessary for other development, the lack of scientifically based agrarian policy, the lack of specialization of the rural population in agriculture and, in particular, factors affecting the development of agricultural biodiversity. accelerating the delivery of products and equipment, as well as the necessary equipment for seeds and materials. will fully increase agricultural production, increase food products and agricultural exports in the country, and effective deliveries of agricultural products will be aimed at creating a competitive environment and increasing the rate of transportation.

Keywords: agriculture, agro-industrial complex, marketing, logistics, profitability, innovation and more.

Agriculture has a distinctive characteristic than other industries. Its development can only be instable for its subordination to the effects of natural conditions. In other cases, the development of agriculture depends on factors and infrastructure. And a positive impact on the development of public policy and supreme support for development.

Nursultan Nazarbayev's message to the people of Kazakhstan on January 31, 2017 in his message "Kazakhstan's Third Revival: Global Competitiveness" calls for a coherent effort with neighboring countries to fully cover the transport and transit potential of the country. It is necessary to ensure free transit of goods, creation and modernization of transport corridors. He emphasized the need to pay special attention to the management of transport infrastructure, the level of service and the elimination of administrative barriers. To accelerate the development of the transport system that could not be accompanied by the development of the key sectors of the economy of Kazakhstan, the requirements of the priorities of the transport strategy of the Republic of Kazakhstan, preventing the development of transport and communication systems as infrastructure of the main sectors of the economy, capable of satisfying the economic conditions and high level of population satisfaction fit. Moreover, it been has tasked to diversify agriculture and to increase food exports by 40% by 2021 [1]. This appeal is the basis for the solution of the problem of transit of agricultural and agricultural products in the country.

Nowadays, in the agrarian sector, deep socio-economic changes are being carried out, aimed at forming a multilateral economy, based on several types of ownership and economic management. However, the lack of scientifically justified agrarian policy, lack of specialization of the rural population in agriculture, and, in particular, the factors that bring the product to the consumer are adversely affected the development of agricultural economics.

The agro-industrial complex of the country consists of three spheres:

1. Output of the Fund. It is engaged in mechanical engineering, microbiological and chemical industries.

2. Agriculture. The second sphere of agro-industrial complex of the republic.

3. Preparation of storage, transportation and other services.

It consists of the enterprises and organizations operating in the food, meat, milk and flour-grinding industries, manufacturing and storage, as well as industrial-technical, transport, agrochemical, veterinary-sanitary and irrigation of agriculture and other branches of agro-industrial complex [2].

Agriculture is the main branch of our agro-industrial complex. It consists of land and livestock industries. The structure of sidwalks is focused on the main branches of plant growing in the country - the production of grain crops and fruit production [3].

Important areas of livestock - sheep, cattle, pigs, poultry, horses and camels. Natural pastures make up 80% of agricultural land. Spring-summer pastures are estimated at 65 mln. hectare. It is located in southern, south-eastern, western sandy deserts. Summer pastures amount to 44 mln. hectares, in the steppes of the Central, North, West Kazakhstan, and in the alpine meadows of the Dzungarian Alatau. Winter pastures - \$ 32 million hectares, anhydrous, desert regions.

The sheep are adapted to different natural habitat, and several different breeds are grown in our area. Thin and semi-fine-wool sheep are freshest. Wormwood is widely distributed in the meat-oil direction from sheep wool sheep. Arhar-merinos is pastured in order to use highland of alpine and subalpine meadows in the country.

There are some positive tendencies in the country's agriculture in recent years:

firstly, the diversity of the economy. In all regions favorable relations have been established between peasant farms and corporations, industrial cooperatives, business associations, joint-stock companies;

secondly, in the rural areas gradually develops the sphere of agrarian services, product processing and sales, works with farmers on mutually beneficial economic conditions;

thirdly, the legal base, economic activity in the rural area, favorable conditions for the successful performance and state support are being made.

In today's situation, there is a favorable trend in the provision of food, which can be explained by the growth of production in the household sector and its transformation into small commodity economy. This has improved the self-sufficiency of the population in the majority of the country's population.

The increase in food imports of the country leads to weakening of the country's economic security, as it is clear that the financial expenses for food procurement can increase the weight of the country's gold reserves. Moreover, the predominance of foodstuffs leads to an increase in the dollar rate and inflation. Large, uncontrolled, often dumped imports of agricultural products reach the bottom of the local producer and endanger the entire agricultural sector of the country. For such reasons, our country should become a country that exports raw materials, does not import the goods, turns its own agricultural production into a country with its own food, self-dependent country, in the interest of its national security and economic independence.

Till 2007 due to the lack of economic mechanisms of economic management in the agrarian sector of the economy, some of the additional products of this industry were split into other sectors of the economy, especially in the areas of the economy, the economy, the banking and commercial spheres. The strict monetary policy impacted the solvency of agricultural enterprises. Increase of non-payment resulted in delayed settlement, production, sale of products, thus depriving the producers of the opportunity to purchase the necessary amount of material and technical resources (fuel, lubricants, equipment, mineral fertilizers, plants, protective equipment, etc.). The effectiveness of the investment policy used in agriculture was insufficient, the high interest rate for using loan funds, the lack of opportunities for a loan to borrow, and the sharp reduction in government spending and funding. This issue is currently being solved positively.

As a result of the lowering of the technical equipment of farms and the effectiveness of the use of the main technical resources, the gross harvest of the crops in 2016 has dropped by 1.5 percent to 99.5 percent compared to 2017. The level of services provided in the agricultural services sector affects the productivity of agriculture.

In the country, the total area of agricultural lands of the country is 42.8 million hectares, in 2017 - 21.9 million hectares. Also, the number of mineral fertilizers dropped several times [4].

The sown area of crop production between 2013 and 2017 (one thousand hectares)

Indicators	2013y.	2014y.	2015y.	2016y.	2017y.
All the arable land, thousand hectares.	21 514,1	21462,5	21 205,0	21 660,1	21902,6
Oilseeds	1 981,5	2300,4	2 008,3	2 037,5	2481,8
Grain (including rice) and legumes	15 883,4	15302,5	14 948,6	15 400,7	15 393,0
Vegetables and melons, root crops and tubers	407,5	415,1	434,9	439,6	441,3
Tobacco	1,1	0,5	0,4	0,4	0,3
Cotton	140,6	127,5	99,2	109,6	134,6
Livestockcrops	3 098,7	3316,2	3 712,7	3 671,3	3451,4

Growth of grain crops in the Soviet Union is 22-30 million tons. It is expected that in 2017, the country will receive 21 million tons of oil. tons. At the same time, the number of livestock is growing, but still imports of meat are reflected in our country. Not only farming, livestock and poultry farming, but also services in the sphere of services rendered to this sector were directly affected. Eventually, this situation will affect the food security of our country.

Volume of agricultural production in 2013-2017

Indicators	2013y.	2014y.	2015y.	2016y.	2017y.
Collection of basic crops, thousand tons					
wheat (including rice) and legumes	18 231,1	17 162,2	18 672,8	20 634,4	20 585,1
sunflowerseeds	572,7	512,8	534,0	754,9	902,6
cotton	396,7	320,7	273,9	286,7	330,5
sugarbeet	64,6	23,9	174,1	345,0	463,2
tobacco	2,7	1,6	1,4	1,0	1,1
potatoes	3 343,6	3 410,5	3 521,0	3 545,7	3 551,1
vegetables	3 241,5	3 469,9	3 564,9	3 795,2	3 791,1
The number of livestock and birds, by the end of the year, thousand					
cattle	5 851,2	6 032,7	6 183,9	6 413,2	6 764,2
sheepandgoats	17 560,6	17 914,6	18 015,5	18 184,2	18 329,0
pig	922,3	884,7	887,6	834,2	815,1
horse	1 784,5	1 937,9	2 070,3	2 259,2	2 415,7
birds, mln. head	34,2	35,0	35,6	36,9	39,9

Legislation, programs and concepts related to agriculture development in the country are the main mechanism of agriculture development. Nevertheless, it is necessary to take non-urgent measures at the national level to ensure sustainable development of agricultural production at high rates:

1. In order to solve the problem of development of the domestic food market and its competitiveness, it is necessary to reduce its purchasing dependence on imports, especially in the republic of imported products on large quantities (rice, cauliflower, butter, meat products);

2. One of the most important measures to strengthen the financial condition of rural producers is to reduce the costs resulting from the price equilibrium violation;

3. In the case of competition, the volume of production must be of special significance;

4. In order to ensure the population's demand for livestock products, it is necessary to use the genetic potential of pedigree livestock and to improve its productivity by increasing the number of livestock, feeding it with zootechnical norms.

Solution of the problem of food security is one of the priority directions of economic policy of the country. Rapid growth of economic growth, social, inter-ethnic tensions, food shortages and high costs are directly related to the reduction of acute problems.

The main task of food security is to create conditions for self-sufficiency in the country.

We can split a few internal and external situations that threaten food security only when the quality and quantity of the population are constantly inadequate supply of foodstuffs that can fully meet the requirements of medical consumption. Internal threats to food security include:

- chronic crisis in the agricultural sector of the economy;
- reduction of the area and reduction of gross harvest;
- lack of agricultural livestock;

- development of processing and storage of agricultural products;
- lack of crisis, budget deficit, lack of efficient crediting mechanism for agricultural producers;
- the process of land expiration, soil degradation, salinization is continuous;
- Increase in dependence on imported foodstuffs and agricultural technologies;
- crisis in agricultural machinery industry;
- inaccurate nature disasters (droughts, floods, dust storms, earthquakes, shellfish and other pests);
- agronomist, poor quality of personnel training;
- mass flow of rural youth to the city, which leads to demographic decline of village.

In order to equate demand and supply of agricultural products for the development of agriculture and to protect the interests of peasants, the state must conclude a contract for the purchase of a part of their products, and on the basis of which the farmers should extend pre-payment for production cost. Then it will be able to purchase fuel and lubricants necessary for production. It is possible to propose and develop a complex of infrastructure services and facilities for the creation of agribusinesses, along with exchanges for agricultural products of different levels.

Rapid economic life forms another prerequisite for competitiveness with profitability - timely use of scientific technical innovations. Effective development of production is largely based on modern information, ie the expansion of consumers' information sources depends on the level of information infrastructure development. In the labor process, information becomes an important economic category. Significant development of agricultural production is due to the effective use of information technology, intensive technologies [5].

Availability of agriculture and food issues is an optimal, up-to-date connection to logistics services, information and marketing services that provide agricultural services. Implementation of the logistics system to manage agricultural production will reduce working time, accelerate delivery of products and equipment and necessary seed and material equipment, and will fully increase agricultural production. It expands the food and agricultural products exports in our country.

The most effective way to provide agricultural products is to increase the competitive environment and the pace of transportation. Due to the experience of developed countries, the rolling stock performance is largely dependent on the level of organization of the overall transportation technology [6].

Capability to upgrade the transit potential of the country and the competitiveness of the supplier in the future will require increasing the level of marketing research on the most effective introduction of new transport technologies and maximum use of the existing transport system. Analysis of transportation services is crucial in marketing research, as the key components of the use of the working time of the rolling stock are included in the price of any commodity [7].

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ЕЛІМІЗДІҢ АЗЫҚ-ТҮЛІК МӘСЕЛЕСІН ШЕШУГЕ ҚАЖЕТТІ АУЫЛ ШАРУАШЫЛЫҒЫ ӨНІМДЕРІН ЖЫЛЖЫТУДАҒЫ ЛОГИСТИКАНЫҢ АЛАТЫН ОРНЫ

Аннотация. Мақалада еліміздің азық-түлік мәселесін шешуге қажетті ауыл шаруашылығы өнімдерін жылжытудағы логистиканың алатын орнын қарастырған. Ауыл шаруашылығының ахуалы еліміздің азық-түлік импортына кіріптарлығының ұлғаюына алып келетіннің, ондағы ауыл шаруашылығы өнімдерінің қозғалысындағы логистиканың алатын орнын және қажеттілігін айқындаған. Азық-түлік сатып алуға жұмсалатын қаржы шығындары елдің алтын қорына салмақты еселейтіндігі мен тиімсіз тасымалдау шығындарының ұлғаюы тұтынушыға салмақ түсіретінін негіздеген. Ауыл шаруашылығы өнімдерінің тиімді жеткізу тәсілі бәсекелестік ортаны құру мен тасымалдау қарқынын арттыруға бағытталатындығын ұсынған. Ауыл шаруашылығы дамуы табиғат жағдайларының әсеріне ғана бағынышты, басқа дамуына қажетті инфрақұрылымды жетілдіру қажет, ғылыми негізделген аграрлық саясаттың болмауы, ауылдағы халықтың ауыл шаруашылығына мамандана алмауы және әсіресе өндірілген өнімді тұтынушыға дейін жеткізудің факторлары ауылшаруашылық экономикасының дамуына теріс әсерін тигізеді, ауыл шаруашылығы өндірісін басқаруға логистикалық жүйені енгізу жұмыс уақытын қысқартады, өнім және техникаларды және қажетті тұқым мен материалдық жабдықтарды жеткізуді тездетеді, толығымен ауыл шаруашылығы өндірісін

арттырады, еліміздегі азық – түлік мәселесі мен ауыл шаруашылығы өндірісі өнімдерінің экспортын кеңейтеді, ауыл шаруашылығы өнімдерінің тиімді жеткізу тәсілі бәсекелестік ортаны құру мен тасымалдау қарқынын арттыруға бағытталады.

Түйін сөздер: ауыл шаруашылығы, агроөнеркәсіп кешен, маркетинг, логистика, рентабельділік, инновация және тағы басқалар.

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РОЛЬ ЛОГИСТИКИ В ПРОДВИЖЕНИИ СЕЛЬСКОХОЗЯЙСТВЕННОЙ ПРОДУКЦИИ, НЕОБХОДИМОЙ ДЛЯ РЕШЕНИЯ ПРОДОВОЛЬСТВЕННОЙ ПРОБЛЕМЫ СТРАНЫ

Аннотация. В статье рассматривается роль логистики в продвижении сельскохозяйственной продукции, необходимой для решения продовольственной проблемы страны. Состояние сельского хозяйства определяет необходимость и место логистики в движении сельскохозяйственной продукции. Финансовые затраты на приобретение продуктов обусловлены тем, что увеличивает вес золота страны и увеличение неэффективных транспортных расходов на рынок. Эффективный способ поставок сельскохозяйственной продукции будет направлен на создание конкурентной среды и увеличение темпов транспортировки. Развитие сельского хозяйства зависит только от воздействия природных условий, необходимо совершенствовать инфраструктуру, необходимую для развития других отраслей, отсутствие научно-обоснованной аграрной политики, неспособность сельского населения к сельскому хозяйству и особенно факторы доставки производимой продукции до потребителя негативно влияют на развитие сельскохозяйственной экономики, внедрение логистической системы управления сельскохозяйственным производством сократит рабочее время, ускорит поставку продукции и техники и необходимого семенного и материального оборудования, полностью повысит сельскохозяйственное производство, эффективный способ поставок сельскохозяйственной продукции будет направлен на создание конкурентной среды и увеличение темпов транспортировки.

Ключевые слова: сельское хозяйство, агропромышленный комплекс, маркетинг, логистика, рентабельность, инновация.

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