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**ECOLOGICAL ASPECTS OF ECONOMICS  
OF AGRICULTURE IN KAZAKHSTAN**

**Abstract.** In the article the authors outlined the ecological conditions and the opportunities for the reproduction of the agrarian specificity and the country's need for agricultural ecologically clean products that stipulate the need for state regulation of agrarian production and the food market. The main task of Kazakhstan and the essence of regulation is to ensure sustainable development of the agrarian sector in the interests of meeting the needs of society without harming the environment. The trend of the last few years in the world has become the interest of buyers to environmentally friendly products, so, more than half of respondents (60%) prefer environmentally friendly products, regardless of their high cost in contrast to similar analogues. The production of environmentally friendly products on domestic raw materials is very promising due to the availability of all the appropriate resources.

**Keywords:** ecology, role, agriculture, protection, efficiency, ecological clean product.

**INTRODUCTION**

*At the present stage of the development of society, the creation of a sustainable economic mechanism in the agrarian economy is one of the significant factors in the growth of the competitiveness of our country. With the strengthening of the economy of Kazakhstan, the mechanism of management in agriculture began to function in a more rational mode. The advantages of domestic agricultural production should be used in the production of competitive food products, namely: the availability of large areas of land, economic purity of products, excess labor resources, etc.*

In Kazakhstan there is a quite competitive niche of natural food products, the so-called "farm products". The production of environmentally friendly products on domestic raw materials can be promising, in particular, for the East Kazakhstan region with its richest raw material potential of cedar and fir oil, as well as beekeeping products. Thus, the country has all the conditions for the production of environmentally friendly agricultural products, and maintaining this image will help determine its own niche in the international market.

**MAIN PART**

Potential of the agro-industrial complex of the Republic of Kazakhstan is determined by the following determining factors:

significant volumes of agricultural land, which is 223 million hectares, including arable land 24 million hectares;

high labor potential of the village (in rural areas more than 47% of the country's population live);

favorable climatic conditions for growing grain and leguminous crops, potatoes and vegetables;

significant potential of pasture areas for livestock breeding (85% of the total land area).

In the republic there are prerequisites and potential to become the world's leading producer of food. Already today it is the largest exporter of grain, and for export of flour it ranks first in the world.

In the President's Address to the People of Kazakhstan "Let's build the future together!" The head of state set the task to increase the export of cattle meat (cattle) to 180 thousand tons by 2020. The task is to avoid meat imports and become one of its major suppliers to foreign markets.

The new image should correspond to the trends of the modern market. A study by Russian colleagues showed that the world food market is in need of environmentally friendly products, especially in meat, vegetables, dairy products, etc. According to the results of the study, up to 80% of American leg meat produced is supplied with deviations from standard standards. Moreover, in this case there are violations not only of shipment rules, procedures for obtaining permits and other administrative barriers, more than 23% of imported leggings to neighboring Russia (which is nine times higher than Kazakhstan's imports), genetic mutations were identified by special expertise. And also 17% of imported hams have obvious signs of aging products. In Chinese meat products, mercury is often found, various compounds of heavy metals.

Green marketing is an increase in customer loyalty, brand recognition and sales volume due to the release of environmentally friendly products or the use of environmentally friendly production technologies. Green marketing originated in the USA in the 1970s. According to the Information Resources survey, today 48% of Americans pay attention to at least one of the environmental indicators of the product, whether the product itself, its packaging or the store in which it is sold.

Ecologically is a modern trend that forces business giants to differentiate brand policies and move to a more "green" option. So, for example, McDonald's is repainted in green and introduces eco-packaging for its products.

The reasons for such popularity of "eco" products is that the bulk of buyers are interested not so much in social responsibility, as with themselves, with their well-being and their own status. Eco status receives more and more value in society. Once to lead an eco-friendly way of life was considered eccentric, but today in the western countries it is chosen by millions of people.

The presence of "green" goods on the shelf can be recognized by special eco-labeling. Environmental marking in our and Western countries is one of the main tools for promoting products, as well as its mark-up. According to independent experts, the presence of eco-labeling increases the cost of the product by at least 30%. Eco-labeling does not have any relation to the composition of the product, it is a symbol that the company gets the right to apply on packaging, only having passed the appropriate certification. Now there are more than 30 such systems in the world, while in Russia it is only one - the system of voluntary ecological certification "Leaf of Life". The rest of the statements about "ecological purity", "naturalness", "friendliness to the environment" can be considered Greenwich. An environmentally safe product can be considered a product that does not contain harmful substances for consumers and the environment, and when it is disposed of completely disappears from the Earth.

If we take into account the world trends in the development of agriculture, unlike the post-Soviet states, everywhere there is a question not of increasing the production of products, but of its quality.

For grain, Kazakhstan has already begun to face overproduction, similar can happen to other types of agricultural products. Farmers should provide Kazakhstani with quality products and supply competitive products to the markets. In his annual message, the President of the Republic noted that the domestic market of the country for a number of positions begins to lose the increasing expansion of grocery imports. It has a lot of cheap imported sausage, in a "beautiful" package, which is much inferior in quality to the domestic one. An analysis of dairy products was also conducted. It turned out that Kazakhstan is delivered to forty-five per cent of the butter, powdered and condensed milk - up to eighty percent. In the meantime, Kazakhstani producers fully provide the country's population with raw milk and meat. But the country is lagging behind processing, which has proved to be uncompetitive.

According to Nielsen research, consumers are ready to overpay for quality, brands and organic products. For most buyers (81%), the quality of the goods is one of the main criteria for choosing and buying. Especially the respondents trust the brands. The trend of recent years has become buyers' interest in environmentally friendly products, analysts say. More than half of respondents (60%) claim that they choose organic products, even if their cost is higher than their counterparts. The ecological trend in Europe has been going on for several decades. Care for one's own health and longevity comes to the fore in many consumers. The era of fast food and Chinese synthetics begins to gradually disappear. Today people want to eat natural products, use natural cosmetics, use only natural means to care for the house. Thus, the promotion of the ecoimage can become an attractive direction in the development of the diversification of the agribusiness sectors and determine the positioning of domestic farmers in the conditions of international trade. The trend towards naturalness and environmental friendliness in international markets

will only grow and it is obvious that more and more commodity groups with the labeling "eco" will appear more and more. In this market there is an opportunity for growth of the domestic agricultural sector. Despite the fact that more than sixty years ago, questions of "green" production started its development and remain relevant at the present time, there is no clear leaders in the pursuit of this position in the international markets. In the changing environment of the global market and geopolitical relations issues of the new position and export priorities for Kazakhstan's agribusiness sector rise with even greater urgency. For domestic farmers in this market there is an opportunity for growth and prospects for this niche in the export-oriented sector.

## CONCLUSION

As for our experience, today there is a quite competitive niche of natural food products, so-called "farm products" in the country. In each region there is a sufficient number of agro-formations that are ready "to order" to supply food (milk, meat, bread main items).

The production of environmentally friendly products on domestic raw materials can be promising, in particular, for the East Kazakhstan region with its richest commodity potential of cedar and fir oil, as well as beekeeping products.

State regulation of agriculture is the economic impact of the state on the production, processing and sale of agricultural products, raw materials and food, as well as production and technical and logistical support of the industry in order to create conditions for expanded reproduction, solving social, environmental problems, and raising the level and quality of life in the countryside.

Thus, environmental friendliness is not only an actual and promising trend, but also profitable, because consumers will not save on their own health. In Kazakhstan, there are all conditions for the production of environmentally friendly agricultural products, and maintaining this image will help determine your own niche in the international market.

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## **ЭКОЛОГИЧЕСКИЕ АСПЕКТЫ ЭКОНОМИКИ СЕЛЬСКОГО ХОЗЯЙСТВА В КАЗАХСТАНЕ**

**Аннотация.** В статье авторами изложены экологические условия и возможности воспроизводства аграрной специфики и потребности страны в земледельческих экологически чистых продуктах, которые

обуславливают необходимость государственного регулирования аграрного производства и рынка продовольствия. Основной задачей Казахстана и сутью регулирования является обеспечение устойчивого развития аграрной сферы в интересах удовлетворения потребностей общества без нанесения вреда окружающей среде. Тенденцией последних лет в мире стал интерес покупателей к экологически чистым продуктам, так, больше половины респондентов (60%) отдают предпочтение экологически чистым продуктам, вне зависимости даже от их высокой стоимости в противовес подобным аналогам. Производство экологически чистой продукции на отечественном сырье весьма перспективно из-за наличия всех надлежащих ресурсов.

**Ключевые слова:** экология, роль, сельское хозяйство, защита, эффективность, экологический чистый продукт

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### **ҚАЗАҚСТАНДАҒЫ АУЫЛ ШАРУАШЫЛЫҒЫ ЭКОНОМИКАСЫНЫҢ ЭКОЛОГИЯЛЫҚ АСПЕКТІЛЕРІ**

**Аннотация.** Мақалада авторлар аграрлық ерекшеліктерді және аграрлық өндірісті және азық-түлік нарығын мемлекеттік реттеу қажеттілігін көздейтін ауылшаруашылық экологиялық таза өнімге қажеттіліктің экологиялық жағдайын және мүмкіндігін белгіледі. Қазақстанның басты міндеті және реттеудің мәні қоршаған ортаға зиян келтірместен қоғамның қажеттіліктерін қанағаттандыру мүддесінде аграрлық сектордың тұрақты дамуын қамтамасыз ету болып табылады. Әлемдегі соңғы бірнеше жылдағы үрдіс қоршаған ортаға зиян келтіретін өнімдерге сатып алушылардың қызығушылығын тудырды, сондықтан респонденттердің жартысынан көбін (60%) осындай аналогтардан айырмашылығы жоғары құны қарамастан, экологиялық таза өнімдерді қалайды. Отандық шикізатқа экологиялық таза өнімдерді өндіру барлық тиісті ресурстардың болуына байланысты өте перспективалы болып табылады.

**Түйін сөздер:** экология, рөл, ауыл шаруашылығы, қорғау, тиімділік, экологиялық таза өнім.

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