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E-mail: saulesha_okutaeva@mail.ru, zamira250172@mail.ru,tolysbayeva.m@mail.ru, narbaeva_gulmira@mail.ru**PRIORITY AREAS FOR THE EFFECTIVE
DEVELOPMENT OF BEEF CATTLE BREEDING**

Abstract. Sustainable and efficient meat production is possible through the development of integration ties designed to improve the system of intersectoral interaction and exchange. It should be noted that the methodological foundations of these processes are the same for social production, but at the same time, they acquire special features in beef cattle breeding due to the specifics of the industry and the complexity of managing structurally interconnected structural elements that make up integrated formations. The need to increase the efficiency of domestic livestock for accelerated import substitution in the country's agri-food market involves the development of additional measures to increase the intensity and effectiveness of local innovation. In this situation, the main condition for the profitable work of livestock enterprises is intensive industry management with the development of innovative resource-saving technologies for keeping and feeding animals, modern breeding methods that provide high productivity, preservation and conversion of feed, organization of deep processing of products, etc.

Keywords: agriculture, livestock, milk, competitiveness, production, processing.

Introduction. Despite these positive aspects, the development of the agro-industrial complex has a number of the following problems: low level of industrial processing and underutilization of the capacities of processing enterprises in the countryside, insufficient level of competitiveness of food products; a high share of imports for certain food products, insufficient work to implement HACCP principles in livestock processing enterprises, food quality mismatch with the basic requirements of international standards, seasonal production of the main types of crops [1].

The effective development of the agricultural sector is facilitated by the effectiveness of government support for entrepreneurship in the agricultural sector.

With an increase in the number of calves per 100 cows, the quality of beef also noticeably improves, since the proportion of culled old cattle in the structure of slaughtered animals decreases and the proportion of young animals increases. Measures to increase the yield of offspring are of primary importance, therefore, in beef cattle breeding it is necessary to apply the principle of strict culling of cows, which can reach 20-25%.

Main part. Simultaneously with the improvement of the performance indicators of the beef cattle breeding industry, with an increase in the litter yield, the density of livestock in livestock buildings also increases, which is 37% in the farms involved in beef cattle breeding. In addition, the effectiveness of conducting a specialized industry largely depends not only on the output of calves in general, namely on their receipt in January, February and March, that is, on the organization of seasonal winter calving. With this organization of herd reproduction, young beef cattle are kept for up to one and a half years, from birth to delivery for meat, according to the most economical scheme - two summers and one winter. First of all, this leads to a reduction in the costs of brood stock due to an increase in the share of cheap pasture feed in the annual ration of animals, which ensures a more complete use of natural forage land. In addition, in farms with a pronounced seasonality of calving, the average daily gain of young animals at suction exceeds the average calf productivity at year-round calving by 30-50%.

With an improvement in the supply of livestock with rangelands, the efficiency of its maintenance significantly increases. But this trend of improving the economic performance of the beef cattle industry

continues until a certain share of pastures in the total area of agricultural land is reached, after which the advantage is lost. The results of keeping beef cattle in specialized farms in the steppe and dry-steppe zones of the region indicate that grazing grass has a beneficial effect on the growth and development of young animals.

Unprofitableness of a number of agricultural products in the republic is caused by low labor productivity due to low crop yields and animal productivity, which is explained by the insufficient stability of the macroeconomic situation, primarily the disparity in prices for agricultural products and consumed means of production and production and technical services, the influence of weather factors, which led to the deterioration of financial indicators of agricultural redpriyaty.

The low productivity of agricultural units led to a high level of cost per unit of production with annual growing costs per unit area of cultivated crops.

The prime cost of the main livestock products has also increased due to the outstripping growth rates of costs per 1 livestock head and is caused not only by low labor productivity in the agricultural sectors, but also by the high level and growth rate of wholesale prices for means of production and tariffs for services consumed by agriculture.

The problem of price disparities in the agro-industrial complex may be aggravated in the future, and to solve the problems of increasing the competitiveness of the industry, strengthening non-price methods of maintaining the income of rural entrepreneurs, that is, subsidies [4].

Studying the effectiveness of subsidizing the agricultural sector, we can draw the following conclusion:

- lack of working capital and the associated loss-making business requires the maximum use of mechanisms for the timely receipt of financial resources;
- in most small farms they cannot conduct marketing analysis, which does not allow them to competently conduct production, many managers are intuitively guided by outdated knowledge;
- did not find development services that provide services for the analysis of the foreign market, assessment of their own capabilities, competitive analysis;
- for a general assessment of the financial condition of the enterprise, it is necessary to analyze the structure of property, with particular attention to the size of capital, its structure and quality of capital management; when developing a strategy for the development of enterprises, it is necessary to take into account the adopted programs for the socio-economic development of specific regions, this will allow counting on consulting and financial assistance from the local budget;
- financial instability, high levels of actual inflation, significant non-payments, insufficient level of state support reduce the possibility of a rural entrepreneur receiving stable market incomes;
- the effectiveness of the system of state support for the development of entrepreneurship in the countryside, its impact on the demand and supply of agricultural products, inter-industry exchange in the agro-industrial complex through established financial institutions is low - the absence of its own agricultural machinery and agricultural technical services.

All this boils down to the objective need for state regulation of agricultural economics, strictly observing the following tasks.

Firstly, it is necessary to ensure the country's food security. For Kazakhstan, food self-sufficiency is economic security in general.

Secondly, for a country where 42.6% of the population lives in rural areas, the development of agricultural production will solve the problem of rural unemployment. A high level of employment, a steady income will contribute to social stability. Despite the fact that the state does not have enough resources to take on the solution of all the social problems of the village, it should create conditions for the development of agricultural production.

Thirdly, a significant multiplier effect for the entire economy as a result of the development of the agricultural sector should be taken into account. Agriculture, and to a greater extent the production of grain and meat, is a generator of domestic demand. The degree of interconnection of agriculture with other sectors is very high.

Fourth, Kazakhstan has all the necessary natural resources for the development of agriculture and promotion of domestic products on foreign markets. In the future, the industry can become a real and significant source of hard currency. For this, the state must provide all the conditions for increasing the

competitiveness of products, solving the problem of transport communications both within the republic and in foreign markets.

Measures to stabilize agricultural production involve various methods of state regulation of the agricultural sector. In the modern theory of state regulation, general measures and special measures can be distinguished (for example, general measures include the provision of subsidies, state concessional lending, etc.).

General measures are state funding for the diagnosis, monitoring and control of dangerous diseases of animals and plants; laboratory and phytosanitary analysis of regulated products; variety testing of crops; assessment of the reclamation status of irrigated lands; grain storage of state reserves; acquisition of mineral reserves; preservation and development of elite seed production and breeding; the acquisition of mineral fertilizers; Creation and development of the information system of the agro-industrial complex; conducting applied research.

Special measures are aimed at supporting specific industries and industries. They, as a rule, are onerous in nature and are intended for financially stable economic entities of the market. Special measures include the following: purchase of grain in state resources; lending to leasing of agricultural machinery, lending to local budgets for conducting spring-field and harvesting; lending to rural credit partnerships; lending by the state through the attraction of external loans; tariff policy in the regulation of the export-import regime. State regulation measures aimed at maintaining a balance between supply and demand, structural and social transformations in rural areas are divided into economic and administrative.

The state may apply administrative or, in other words, non-market mechanisms for adjusting the actions of the price mechanism — the introduction of direct planning for the production of volumes.

In practice, two of its options are used:

-restriction of crops of this culture and the withdrawal of land from crop rotation with appropriate compensation;

-Introduction of direct quotas for production and marketing of products.

But a number of factors should be taken into account when implementing state regulation:

1) rational distribution of production in order to effectively use the potential of different soil-climatic and economic territories of the country, taking into account the deepening of their specialization and the creation on this basis of specialized food zones;

2) the use of technologies that increase the productivity of crop production and livestock productivity;

3) the impact on agriculture of social shocks and political instability, as well as various forms of environmental degradation.

It follows from this that state regulation of the priority areas of the agricultural sector based on the 3 above factors implies that the main support comes from the territorial and economic grounds. The regions of Kazakhstan have their own characteristics, for example, the cluster initiative of the Government of the Republic of Kazakhstan. The geographical proximity of potential cluster participants fully allows using the cluster approach in the development of the agro-industrial complex.

The strategy and the main direction of development of the industry in the region should be aimed at creating the starting, technological and economic conditions for its formation and sustainable development.

One of the directions of development of beef cattle breeding involves crossing heifers of local unproductive cattle with bulls of specialized meat breeds, mainly Aberdeen-Angus and Hereford. In connection with a reduction in the number of dairy cattle in recent years, due to which they basically provided the population's need for beef, it became necessary to develop a specialized meat sector that can be competitive only if production costs are minimized and the pasture period is maximized, and also the use of resource-saving technologies.

The priority areas of regional state policy in the field of beef cattle breeding should be considered:

– purebred breeding of specialized meat breeds of cattle;

– obtaining a crossbreeding stock of young animals based on interbreeding (industrial) crossbreeding with specialized beef cattle (using the heterocyst effect for further rearing);

– construction of feedlots (feedlot) for the final fattening of young meat breeds using modern technologies;

– involvement of private farms in the general scheme of the meat sub-complex of the region;

- the creation of cultural pastures with near-farm turnover to ensure livestock are fed green mass throughout the spring-summer period;
- saturation of the food market with high-quality meat products of domestic producers;
- increasing the production of competitive "marble" beef through the use of high-energy bulky feed;
- technological update of the industry in order to increase its sustainability and competitiveness.

Conclusion. Thus, one of the main directions of improving the food security of the country is the development of specialized beef cattle breeding, which contributes to an increase in domestic beef production and the elimination of dependence of the Kazakh consumer on imported products. The main obstacle to solving this problem in our country is low investment attractiveness. Beef cattle breeding is the most labor-intensive livestock industry with a long payback period. Therefore, today the problem of increasing the economic efficiency of production and sales of beef cattle products is becoming urgent in order to restore the lost positions in the coming years and reach a qualitatively new level of beef production and consumption.

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СИЫР ЕТІН ТИІМДІ ДАМУДЫҢ БАСЫМ БАҒЫТТАРЫ

Аннотация. Тұрақты және тиімді ет өндірісі салааралық өзара қатынас пен айырбас жүйесін жетілдіруге бағытталған интеграциялық байланыстарды дамыту арқылы жүзеге асады. Бұл үдерістердің әдіснамалық негізі қоғамдық өндіріс үшін бірыңғай екенін атап өткен жөн, сонымен бірге мал шаруашылығында олар сала ерекшелігіне, интеграцияланған құрылымдарға кіретін өзара функционалды байланысты құрылымдық элементтерді басқару күрделілігіне байланысты ерекше қасиеттерге ие болады.

Ауылшаруашылық азық-түлік нарығында импортты алмастыруды жеделдету үшін отандық малшаруашылығының тиімділігін арттыру қажеттілігі жергілікті инновациялардың қарқындылығы мен тиімділігін арттыру үшін қосымша шаралар әзірлеу қажет. Қалыптасқан жағдайдағы малшаруашылығы кәсіпорындарының табысты жұмысының негізгі шарты – мал ұстау мен азықтандыруға арналған ресурстарды үнемдеудің инновациялық технологияларын, жоғары өнімді, жем-шөпті сақтау мен қайта өндеуді, өнімді жан-жақты өндеуді ұйымдастыруды қамтамасыз ететін қазіргі заманғы селекциялық әдістерді дамыту мен саланы қарқынды басқару.

Мал жайылымдық жерлермен қамтамасыз ету жақсарған сайын оны ұстау тиімділігі де артады. Ірі қара малшаруашылығы саласындағы экономикалық көрсеткіштердің жақсару қарқыны ауылшаруашылығы алқаптарындағы жайылымдардың белгілі бір үлесіне жеткенге дейін жалғасады, содан кейін артықшылық жоғалады. Етті ірі қара малды далалық және құрғақ дала аймақтарындағы мамандандырылған шаруашылықта ұстау нәтижелері жайылымдық шөптің жас малдың өсіп жетілуіне пайдалы екендігін көрсетеді.

Республикада бірқатар ауылшаруашылық өнімдерінің шығыны мал өнімділігі мен төлдеудің азаю салдарынан болған еңбек өнімділігінің нашарлауына байланысты, бұл жағдай макроэкономикалық жағдайдың тұрақсыздығы, бірінші кезекте ауылшаруашылық өнімдері мен тұтынылатын өндіріс құралдары және өндірістік-техникалық қызметтер арасындағы бағаның сәйкессіздігі, ауа-райының факторлық тигізетін әсері негізінде түсіндіріледі, яғни мұның бәрі ауылшаруашылық кәсіпорындарының қаржылық көрсеткіштерінің нашарлауына әкеледі.

Осылайша еліміздің азық-түлік қауіпсіздігін жақсартудың негізгі бағыттарының бірі – мамандандырылған сиыр етін дамыту болып саналады, әрі бұл отандық сиыр еті өндірісін ұлғайтуға және қазақстандық тұтынушылардың импорттық өнімдерге тәуелділігін тоқтатуға ықпал етеді. Елімізде бұл мәселені шешудің басты кедергісі – төмен инвестициялық тартымдылық. Етті ірі қара малшаруашылығы – қайтарымдылық мерзімі өте ұзақ, анағұрлым еңбекті көп қажет ететін малшаруашылығының саласы. Сондықтан бүгінде сиыр еті өнімін өндіру мен сатудың экономикалық тиімділігін арттыру мәселесі соңғы жылдарда жоғалған позицияларды қалпына келтіру және сиыр етін өндіру мен тұтынудың сапалы жаңа деңгейіне жетуде өзектілігі артып келеді.

Түйін сөздер: ауылшаруашылығы, малшаруашылығы, сүт, бәсекеге қабілеттілік, өндіріс, өңдеу.

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ПРИОРИТЕТНЫЕ НАПРАВЛЕНИЯ ЭФФЕКТИВНОГО РАЗВИТИЯ МЯСНОГО СКОТОВОДСТВА

Аннотация. Устойчивое и эффективное производство мяса возможно путем развития интеграционных связей, призванных обеспечить совершенствование системы межотраслевого взаимодействия и обмена. Следует отметить, что методологические основы этих процессов едины для общественного производства, но, вместе с тем, в мясном скотоводстве они приобретают особенные черты, обусловленные спецификой отрасли, сложностью управления функционально связанных между собой структурных элементов, входящих в состав интегрированных формирований. Необходимость повышения эффективности отечественного животноводства для ускоренного импортозамещения на агропродовольственном рынке страны предполагает разработку дополнительных мер для повышения интенсивности и результативности освоения инноваций на местах. В сложившейся ситуации главное условие рентабельной работы животноводческих предприятий – интенсивное ведение отрасли с освоением инновационных ресурсосберегающих технологий содержания и кормления животных, современных методов племенной работы, обеспечивающих высокую продуктивность, сохранность и конверсию корма, организация глубокой переработки продукции и др.

С улучшением снабжения скота пастбищными угодьями эффективность его содержания значительно возрастает. Но эта тенденция улучшения экономических показателей в отрасли мясного скотоводства продолжается до тех пор, пока не будет достигнута определенная доля пастбищ в общей площади сельскохозяйственных земель, после чего преимущество будет потеряно. Результаты содержания мясного скота в специализированных хозяйствах в степной и сухостепной зонах региона свидетельствуют о том, что выпас травы оказывает благотворное влияние на рост и развитие молодняка.

Убыточность ряда сельскохозяйственных продуктов в республике обусловлена низкой производительностью труда из-за низкой урожайности и продуктивности животных, что объясняется недостаточной стабильностью макроэкономической ситуации, прежде всего несоответствия цен на сельскохозяйственную продукцию и потребляемые средства производства и производственно-технические услуги, влияние погодных факторов, что привело к ухудшению финансовых показателей сельскохозяйственного предприятия.

Таким образом, одним из основных направлений повышения продовольственной безопасности страны является развитие специализированного мясного скотоводства, что способствует увеличению внутреннего производства говядины и устранению зависимости казахстанского потребителя от импортной продукции. Основным препятствием для решения этой проблемы в нашей стране является низкая инвестиционная привлекательность. Разведение мясного скота является наиболее трудоемкой отраслью животноводства с длительным периодом окупаемости. Поэтому сегодня проблема повышения экономической эффективности производства и реализации продукции мясного скотоводства становится актуальной, чтобы восстановить утраченные позиции в ближайшие годы и выйти на качественно новый уровень производства и потребления говядины.

Ключевые слова: сельское хозяйство, животноводство, молоко, конкурентоспособность, производство, переработка.

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