BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494
Volume 1, Number 371 (2018), 102 – 105

UDC 338.45

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COMPETITIVENESS OF MEAT PRODUCTION OF RURAL REGIONS OF KAZAKHSTAN

Abstract. The purpose of the study is to study the current state of the competitive environment of agriculture in the regions of Kazakhstan. Competitiveness of livestock production is determined, on the one hand, by the availability of production and technological knowledge among managers, on the other hand, by the price of livestock products, which depends both on the sales channel and on the quality of the products produced. The result of the research showed the unsatisfactory state of the competitive environment of agriculture in the regions of Kazakhstan, which requires fundamental changes in the support of the livestock sector. Economic analysis in the search for ways to improve the competitiveness of livestock production should be aimed at increasing productivity, reducing feed consumption per unit of output, reducing losses in livestock and products, and also in obtaining the maximum possible prices when it is sold. State support in the opinion of the authors will be decisive in the effective development of agricultural competitiveness.

Key words: meat products, competition, livestock, agriculture, state, program, diversification.

Introduction. The agricultural sector of Kazakhstan in terms of its role in the structure and, in general, in the reproductive process of the economy is the basis. In accordance with the Development Strategy until 2020, the agro-industrial complex among the seven priority sectors should fully realize its branch advantages and scale potential [1]. Kazakhstan needs to more effectively use its competitive advantages, especially in the production of environmentally friendly products. Much attention is now being paid not only to increasing the volume of production, but also to increasing its level of efficiency and profitability.

Agricultural production in Kazakhstan today is a small commodity, which is the main reason for its weak competitiveness. Concentration of livestock on private farmsteads makes it difficult to use the achievements of breeding, progressive technologies of keeping and feeding livestock, does not allow growing livestock using scientific methods and achieving its high productivity.

Most small private farms do not have the opportunity to equip their farmsteads with the appropriate technical equipment, which negatively affects the quality of production. The state does not have the capacity to fully control all farms at once. This leads to small-scale production, while the tribal direction in livestock breeding is particularly affected. Along with this, the problem arises with the reproduction of animals. Thus, the prevailing level of non-native cattle does not provide an opportunity to calculate for quality products and maintain a competitive position in the market.

Methods of research. The main methods of research are a method of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction. The variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities.

Results. Livestock in Kazakhstan is growing rapidly, mainly due to imports. This fact has a positive effect on the development of the breeding base. Selection work on pedigree cattle breeding is now conducted very carefully, which promotes the production of quality products, as well as the breeding of thoroughbred animals. An important point is that the import of livestock must pass through all related facilities, for example, the breed's correspondence to living in Kazakhstan's climatic conditions, the identity of the forage base, the possibility of providing veterinary care for specific breeds, etc.

First of all, the situation is unfavorable in opposing the accession to the WTO so aggressive pricing policy will not be able to compete with large foreign suppliers and associations, even the largest Kazakh companies. To receive subsidies to private farmsteads and small farms, it is necessary to group and create special programs for quantitative and qualitative development [2]. Since cooperation today is one of the most pressing methods for solving agricultural problems.

The development of the system of state financial and credit support for agricultural enterprises is confirmed by the development of a new State Program for the Development of the Agroindustrial Complex of the Republic of Kazakhstan for 2017-2021 from 14.02.2017, the main task of which is to involve small and medium-sized farms in agricultural cooperation.

Priority right to receive all measures of state support:

- leasing of agricultural machinery and equipment;
- investment subsidies for the purchase of agricultural machinery and equipment;
- subsidizing interest rates for crediting agribusiness entities, leasing of agricultural machinery and animals, technological equipment;
- subsidizing the costs of the audit unions of agricultural cooperatives for conducting internal audit of cooperatives;
- simplification of the procedures for the provision of loans and leasing under the terms of subsidiaries of JSC "NUKH "KazAgro" with repayment of the initial loan payment by means of investment subsidies and granting loans for subsequent crediting of its members [3].

Table 1 – Bereke Financing Program

Special purpose	Processing of agricultural products
Recipients	Entrepreneurs operating within the South Kazakhstan region
Maximum amount of financing	from 16 million tenge
Interest rate	Loan - 7%, leasing - 8%
Loan term	Up to 84 months
Repayment of principal / interest	monthly / quarterly / semi-annually;
Grace period for repayment of principal and compensation	up to 24 months (it is established personally according to the business plan)
General requirements	• Absence of overdue debts for taxes and other mandatory payments to the budget; • Absence of overdue debts to second-tier banks and other financial institutions.
Security	The main collateral is immovable property, with mandatory coverage of the total amount of obligations (amount of microcredit + planned interest for 12 months); Additional collateral - movable / immovable property (land plots, transport); Leasing - an advance payment in monetary terms of 20% of the cost of the equipment purchased (in the absence of cash, 40% of collateral is required).
Special conditions	• The presence of a business location (a building and/or a building with an adjacent land plot, etc.), all necessary infrastructure that may belong to the borrower, the relative of the borrower (father, mother, spouse, spouse, brother, sister), as well as a third party in the presence of a lease contract for a business location, or an agreement on joint activities.

Table 2 – Conditions for lending under the Yrys program

Special purpose: 1. Acquisition of pedigree brood stock of cattle of dairy breed; 2. Acquisition of the necessary agricultural machinery and equipment for dairy farms subject to subsidy in accordance with the subsidy rules for the reimbursement of part of the costs incurred by the agro-industrial complex subject to investment; 3. Replenishment of working capital. Financial instrument: 1. loan / non-renewable credit line for purchase of breeding dairy cattle of cattle of dairy breed: 2. loan / non-renewable credit line / leasing - for the purchase of machinery and equipment; 3. loan / non-revolving credit line - to replenish working capital in the total amount of not more than 15% of the loan / credit line / leasing amount. Maximum loan / credit line / leasing amount per one Borrower: up to 60 (sixty) million tenge. Interest rate: - 4% per annum with a subsidized rate of remuneration; 11% per annum in the event that the rate of remuneration is not subsidized.

Conditions of lending under the "Yntymak" program:

The program "Yntymak" is aimed at the creation and development of agricultural cooperatives for meat, dairy and fruit and vegetable products. Provision is made for the purchase of equipment, specialized agricultural machinery, replenishment of working capital. The loan term is up to 7 years, the interest rate is 7%, the loan amount is up to KZT 50 million.

The creation of agricultural cooperatives contributes to solving not only economic, but also social problems: through the organization of agricultural cooperatives in the areas of marketing, processing of agricultural products, logistics and maintenance of agricultural producers, increase employment of the rural population, and create additional jobs.

Sources of financing

- Contributions of members of the cooperative, external investors
- NCA "KazAgro"
- JSC "Fund for Financial Support of Agriculture"
- JSC KazAgroFinance
- Agrarian Credit Corporation JSC
- JSC KazAgroGarant
- JSC "KazAgrounim"
- JSC KazAgroMarketing (information and consulting services)
- JSC Damu Entrepreneurship Development Fund
- Banks of the second level.

Kazakhstan has real opportunities to occupy a worthy niche among the world's exporters of meat and processed products - these are vast pasture lands that allow to maximally reduce the cost of production, the presence in the neighborhood of a capacious Russian market (which is in a single customs space) and, finally, existing national traditions of keeping beef cattle. In terms of meat production, Kazakhstan ranks third after Russia and Ukraine.

All beef production, occurring on the territory of the country, accounts for the most part from the whole assortment – the share of beef production is 41.8% [4]. Many experts predict that by 2020 the country may face a deficit of beef, and the demand for it will increase by 1.8%. To avoid this situation, it will be necessary to reform the production system and the livestock population. These reforms require a large investment, however, based on their experience of developed countries in this sector, this business will be quite profitable, and on average its profit will be about 40%.

Conclusions. Summarizing the analysis of the present state of beef cattle breeding, we can conclude that the development of livestock in Kazakhstan is hampered by four key factors. Firstly, it is the concentration of livestock in small-scale property, secondly, the low breed of livestock, thirdly, insufficient feed provision and, fourthly, this is an inadequate veterinary service. However, the measures of state support that have been undertaken have made it possible to create the necessary conditions for stabilizing the development of the agro-industrial complex, expanding export opportunities, improving the living standards and welfare of the rural population, and strengthening the positive trends in the development of the agrarian sector of the economy.

The increase in the number of livestock will stimulate the growth of domestic trade, and will also push the country to large volumes of exports. For Kazakhstan, exporting at a sufficient level of livestock will be fairly easy, thanks to the appropriate market conditions, namely, natural and climatic conditions, the availability of pastures (180 million hectares), proximity to large sales markets.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ОБЛЫС АУДАНДАРЫНДА ЕТ ӨНІМДЕРІН ӨНДІРУДІҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІ

Аннотация. Зерттеудің мақсаты Қазақстанның өңірлерінде ауыл шаруашылығының бәсекелестік орта жағдайын зерттеу болып табылады. Мал шаруашылығы өнімдерінің бәсекеге қабілеттілігі, бір жағынан, өндіріс және технологиялық білімдердің менеджерлердің қолжетімділігі, екінші жағынан, сату арнасында да, шығарылатын өнімнің сапасына да байланысты мал шаруашылығы өнімдерінің бағасы бойынша анықталады. Зерттеудің нәтижесі мал шаруашылығы секторын қолдаудың түбегейлі өзгерістерін талап ететін Қазақстанның өңірлеріндегі ауыл шаруашылығының бәсекелестік ортасының қанағаттанарлықсыз күйін көрсетті. Мал шаруашылығының бәсекеге қабілеттілігін арттыру жолдарын іздестіруде экономикалық талдау өнімділікті арттыруға, өнімнің бірлігіне қарай азықтандыруды азайтуға, мал мен өнімнің шығындарын азайтуға, сондай-ақ сатылған кезде барынша мүмкін болатын бағаларды алуға бағытталған болуы керек. Авторлардың пікірі бойынша мемлекеттік қолдау ауыл шаруашылығы бәсекеге қабілеттілігін тиімді дамытуда шешуші болады.

Түйін сөздер: ет өнімдері, бәсекелестік, мал, ауыл шаруашылығы, мемлекет, бағдарлама, әртараптандыру.

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КОНКУРЕНТОСПОСОБНОСТЬ МЯСНОЙ ПРОДУКЦИИ СЕЛЬСКИХ РЕГИОНОВ КАЗАХСТАНА

Аннотация. Цель исследования – изучить современное состояние конкурентной среды сельского хозяйства регионов Казахстана. Конкурентоспособность производства животноводства определяется, с одной стороны, наличием производственно-технологических знаний у руководителей, с другой – ценой на продукцию животноводства, которая зависит как от канала реализации, так и от качества производимой продукции. Результат исследования показал неудовлетворительное состояние конкурентной среды сельского хозяйства регионов Казахстана, требующее кординальных изменений в поддержке отрасли животноводства. Экономический анализ при поиске путей повышения конкурентоспособности производства животноводства должен быть направлен на увеличение продуктивности, сокращение расхода корма в расчете на единицу продукции, снижение потерь поголовья и продукции, а также на получение максимально возможных цен при ее реализации. Государственная поддержка, по мнению авторов, будет решающей в эффективном развитии конкурентоспособности сельского хозяйства.

Ключевые слова: мясная продукция, конкуренция, животноводство, сельское хозяйство, государство, программа, диверсификация.

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