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## ИЗВЕСТИЯ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК  
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## NEWS

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**G.P. Koptaeva, G.G. Shinet, G.N. Agabekova**Miras University, Shymkent, Kazakhstan  
asel\_4747@mail.ru, gshnet@bk.ru, agabekova\_s@miras.edu.kz**AGRICULTURAL ECONOMY: DEVELOPMENT  
OF CROP PRODUCTION AND ITS COMPETITIVENESS**

**Abstract.** In the Republic of Kazakhstan, great attention is paid by the state to the creation of competitive, export-oriented industries and non-primary sector production through the formation of corporate leaders of regional and world scale; development of a competitive industrial-innovation infrastructure that meets international standards and meets the requirements of the market; creating a favorable business environment and investment climate. The development of entrepreneurship in rural areas directly depends on the development and tasks of agricultural production, as one of the areas of the agro-industrial complex is providing food to the population, balancing supply and demand. As practice shows, this is possible only with the use of fundamentally new methods of management and the development of competitive market relations. The volume of agricultural production is one of the main indicators characterizing the activities of agricultural enterprises. The volume of sales, the level of its cost, the amount of profit, the level of profitability, the financial position of the enterprise, its solvency and other economic indicators depend on its value. In the conditions of market relations, the responsibility and independence of enterprises in the development and adoption of management decisions to ensure their effective work increases. The results of production, commercial, financial and other types of economic activity depend on a variety of factors that are in varying degrees of relationship between themselves and the final indicators. Their actions and interactions vary in their strength, nature and time. The causes or conditions causing these factors are also different. This complex work can be done qualitatively only with the help of a comprehensive analysis of economic activity, that meets modern requirements for the development of a competitive market economy.

**Keywords:** competition, competitiveness, crop production, sustainable development, agricultural production.

**Introduction.** 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 on the production, technical and logistical support of the industry in order to create conditions for expanded reproduction, solving social and environmental problems, as well as improving the level and quality of life in rural areas.

At the present stage of development of society, the creation of a sustainable mechanism of management in the agricultural 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 economic 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 presence of huge areas of land, economic purity of products, excess labor, etc. To improve the efficiency of agricultural production, strategic programs were developed: the Concept of transition of Kazakhstan to sustainable development for 2007-2024, the State program of development of agriculture of the Republic of Kazakhstan for 2017-2021, the Law "On state regulation of development of agriculture and rural areas", separate regulations. The development of agriculture is associated with various aspects of sustainability: political and legal, economic, environmental, social, globalization, information, management. One of the most important elements of the management aspect is the effective state regulation of agriculture.

In economic theory, it was believed that a positive result of economic regulation is achieved in the case of a rational combination of state regulation of the economy and self-regulation of producers. Due to specific features, neither agriculture nor the food market are self-regulating systems: the main means of land production, insufficient infrastructure development, lagging behind scientific and technological progress and innovation, dependence on climatic conditions, conservatism and inelasticity, low profitability and price disparity.

State regulation of agriculture is the economic impact of the state on the production [1], processing and sale of agricultural products, raw materials and food, as well as on the production, technical and logistical support of the industry in order to create conditions for expanded reproduction, solving social and environmental problems, as well as improving the level and quality of life in rural areas. We highlight the following areas of state regulation of agriculture: the development of cooperation in rural areas; increasing the availability of credit resources; price policy; regulation of the market of agricultural products, raw materials, food and commodity distribution networks; insurance of risks in agriculture; technical and technological modernization of agriculture; preservation and reproduction of land and other resources; sustainable development of rural areas; regulatory budget support; improvement of the taxation system in agriculture; improvement of the legal framework; creation of information field of agriculture, greening of production.

Conditions and possibilities of reproduction of agrarian specifics and needs of the country in agricultural products can significantly diverge, which necessitates state regulation of agricultural production and the food market, the main task and essence of which is to ensure sustainable development of the agricultural sector, taking into account its specificity, while rational use of agricultural potential in order to meet the needs of society.

In the process of regulation, the interests of the state, industrial and agricultural producers, credit and financial, trade structures, urban and rural population collide, therefore, the main task of regulation is to find ways and forms of harmonizing the interests of all these groups. The effectiveness of state regulation in the agricultural economy is manifested in the achievement of the goals set by the public authorities and recorded in the policy documents, in the legislation.

The content of the agricultural policy of the state is the achievement of sustainable development of agriculture and rural areas. its objectives are to increase the competitiveness of products, employment of the rural population, the preservation of natural resources, increasing the investment attractiveness of agriculture, etc. In essence, the above objectives of agricultural policy are the criteria for the effectiveness of state regulation of agriculture.

The most important indicators of the efficiency of state regulation of the agricultural economy the growth rate of gross output and gross value added in comparable prices, the growth index of investment in fixed capital of agriculture, the share of profitable agricultural organizations in the total number of agricultural organizations, profitability, productivity.

Kazakhstan's long-term agricultural policy should focus not only on the transition from extensive to intensive production technology, from mechanization to automation, but also from import substitution to export-oriented production. In this regard, it is important to conduct an adequate regional policy aimed at improving the competitiveness of products, the development of logistics infrastructure, support for domestic producers.

In addition, it is necessary to form: a full cycle of production of grain and fruit and vegetable products, oilseeds and sugar beet; create conditions for a massive inflow of investment in the above industries, especially in the development of high-tech and knowledge-intensive production processes; build an effective mechanism of institutions in the agricultural sector. There is also no doubt the development of non-productive areas – agricultural technologies, agricultural science and education.

In our opinion, the innovative way of development of agriculture has three interrelated directions: innovation in the human factor, the biological factor and technological innovation. In this regard, it is important to develop a State program for the introduction of modern technologies in the regions, the main purpose of which should be the adoption of specific measures to modernize agricultural production and improve its competitiveness.

It is necessary to solve the problems of formation of innovative infrastructure of agricultural production, reform of agricultural science, deepening the connection between science and production, training for innovation.

Deepening cooperation within the EurAsEC framework is of priority importance for the economy of Kazakhstan, as well as its agricultural sector. According to experts, EurAsEC is the most advanced integration Association in the CIS, where significant results have been achieved in foreign trade, customs, border areas, and transport cooperation.

In our opinion, the actual directions of development of cooperation between Kazakhstan and the EurAsEC countries should be ensuring food security of the Community States, development of joint forecast food balances, harmonization of the regulatory framework related to the functioning of the common agricultural market of Kazakhstan and the EurAsEC States, development of scientific and technical cooperation and information support in the agricultural sector.

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Another important area for Kazakhstan is the development of cooperation within the Shanghai cooperation organization (SCO). The SCO's advantage, in this case, is that the integration process is becoming broader, going beyond the post-Soviet space. Within the framework of the integration Association, there is an opportunity for constructive and profitable cooperation in the agricultural sector.

The economic literature has not yet developed a single concept of "competitiveness", despite the close attention to this problem both abroad and in Kazakhstan. According to M. Porter, "there is no generally accepted definition of competitiveness. For firms, competitiveness meant being able to compete in the global market with a global strategy. For many congressmen, competitiveness meant a positive foreign trade balance. For some economists, competitiveness meant low production costs per unit of output, reduced to the exchange rate" (Blanc, 2003: 406).

This idea, expressed by M. Porter in the late 80-x years, has not lost its relevance to the present time. The main reasons for the plurality of interpretations of this category lie in the difference of approaches to what is considered as the subject of relations - the enterprise, industry, region or the economic system of the country as a whole. Definitions are linked to various objects, subjects and the subject of evaluation.

Usually, the term "competition" is interpreted as competition, the struggle for the best results. According to the definition given in the Law "On competition" competition - competitiveness of economic entities, when their independent actions effectively limit the ability of each of them to unilaterally affect the General conditions of circulation of goods in the relevant product market". Based on these definitions, we can assume that competitiveness is the presence of potential (prerequisites) for winning the competition. With this approach, competitiveness is a property of almost any economic objects, both goods and economic systems that produce these goods.

In various studies, the concept of "competitiveness" is used in the characteristics of different economic systems: enterprises producing goods and services; industry as a group of enterprises; cities, individual regions, countries, groups of countries. However, such a broad interpretation meets with objections. In particular, P. Krugman refers to the "passion for competitiveness" critically, considering that competitiveness is an "attribute of companies" [2]. A. Ravens in the classification of subjects of competitiveness does not include such a subject as a country, based on the fact that "there is no example (except for world military conflicts), where for any object of competition would compete the whole country" [3]. V. Andrianov does not include regions in the sphere of competitiveness research [4]. Thus, to date, it remains debatable to which objects and subjects the property of competitiveness is applicable. At the same time, all production and territorial economic systems are the subjects of research in the theory of competitiveness.

In all likelihood, each of the author's definitions reflects a certain aspect of "competitiveness". With all the differences in the definitions, it can be said that competitiveness can be determined only in comparison, i.e. it is a concept that characterizes the comparative advantages of one object of evaluation over another. It should be noted that there is a close relationship between the competitiveness of goods and the level of competitiveness of various economic systems, ranging from the enterprise to the economic system of the individual country as a whole, which is noted by almost all researchers of competitiveness. At the same time, however, there are still differences on the issue of the balance between different levels of competitiveness. So, according to V. Andrianova, "...behind the position of the country in the world economy are primarily the position of its real sector in the world market both inside and outside the country [5]. A country's ability to take its rightful place in the global economy depends on the ability of its firms to take (hold) its rightful place in the world's commodity markets" [6]. A similar point of view is held by S. V. Emelyanov [7].

Other researchers insist on an inverse relationship. In particular, M. porter notes that "...the success of a firm in competition with its competitors depends primarily on the state of Affairs in the country" [8]. "A competitive product will not appear without an effective flexible manufacturer. A competitive firm can only be born in an economic system that encourages it to compete for advantages over its rivals. Competitive is not the country that has a running snatch goods, and the one that has a dynamic potential for the production of new products - the leaders of the world market. The economic mechanism of the country should be competitive" [5].

At the same time, it is controversial, in our opinion, the statement that "a synthetic indicator that combines the competitiveness of goods, producers, industry competitiveness and characterizes the country's position in the world market is an indicator of country competitiveness" [7], because for these entities there is a different competitive field. Even with a certain group of competitive goods, a country cannot be classified as competitive.

Of course, there is a link between the efficiency of the national economic system and competitiveness, both in the demand and supply markets. Since the manufacturer of competitive goods are enterprises, all other economic systems create conditions for the development of competitive advantages in a particular group of enterprises. Among the leading factors in improving the competitiveness of goods and firms producing them are industrial policy, national and regional legislation, providing a favorable environment for the development of competitive industries, internal political and social stability, the presence of related and supporting industries in the economy, the activity of competitors, etc.

The variety of approaches to the definition of competitiveness is associated with uncertainty in the subject area of this concept. In our view, the diversity of approaches stems from the confusion of the concepts of object, subject and subject of competition, as well as areas of competition.

Fatkhutdinov R. A. [9] in one list gives both subjects of competition (goods and services), and the subject of competitiveness - the personnel which is the carrier of specific goods "labor". According to V. L. Lunev, the subject of competition is goods (services), and the object - consumers and buyers. This division points to two spheres of influence in competition: goods (object) and consumer (object) [10].

According to Yu. Kormnov "there is no universal definition of competitiveness for all subjects and objects. It all depends on what object (subject) or subject it refers to" [11], i.e. the author separates the concepts of object and subject of competitiveness, but puts an identity sign between the object and the subject of competitiveness.

In our opinion, all actions of subjects are directed on fight for the consumer and (or) on fight for the seller. Therefore, the objects of competition include supply and demand.

In many works, including the classic work of M. porter "international competition", the subject of competitiveness is called the industry. In our opinion, the industry can be considered only as a derivative of competitiveness, as being a group of enterprises, the industry itself is not the owner (owner) of the competition. At the same time, enterprises of one industry can produce products of different levels (degrees) of competitiveness and be included in the "double" competition: between enterprises of one industry and with enterprises of other industries offering analogous goods.

Thus, in the market of demand, only people and firms can be subjects of competition, and all other subjects create prerequisites for the manifestation, development and maintenance of competitive advantages of a manufacturer of goods or a group of goods. This idea is partly confirmed by L. Berg, E.



brown and J. Meer, considering that "in the world economy, the production infrastructure of which is increasingly composed of information flows, cities and regions are increasingly becoming key actors in economic development, putting themselves on the role of entrepreneurs. Their leaders want to involve their region in the competition, attracting new activities in the form of investments and various kinds of visitors. They also strive to create better conditions for local firms, which are participants in the competition" [12].

It should be noted certain distinctive features of the territorial system as a subject of competition.

First, in General, the competitive process leads to the "creative destruction" of economic systems that are not competitive and give way to competitive systems [13].

Secondly, competitiveness at the territorial level does not provide for a "zero-sum game", where the success of some takes place at the expense of others, as at the microeconomic level. In fact, the success of one region also creates opportunities for other regions, especially neighbouring ones. These regions, among other things, can benefit from the growth pole effect created by the dynamic region [14].

Thus, the formation of a competitive economy requires, first of all, the development of the theory of competitiveness, the formation of a system of evaluation indicators, the development of both state and regional competitiveness policy of economic systems.

**Methods.** In modern conditions, when the world market and national industry markets are divided between the participants [15], the greatest interest is the study of individual market segments and the identification in this regard, the reserves of the enterprise due to a clear target orientation of production to the requirements of specific consumers.

A market segment is a part of a specific product market in which a certain group of consumers focuses on a certain modification of the product. The basis of market segmentation is the provision that a single enterprise in a competitive environment is not able to meet all the needs for a particular product and should focus its activities on those segments that are most preferred in terms of its competitiveness [16].

Market segmentation may vary depending on the target function. There are geographical, demographic segmentation; segmentation by socio-psychological factors; segmentation by groups of specific consumers (single buyers, regular buyers, potential buyers, etc.) and a number of others.

Closely related to the reserves of the correct choice of the target market and its segment reserves assess the conditions of activity in the target market. These reserves can be identified in the preparation of objective forecasts of economic, political, technical and technological conditions of the markets of interest and their segments, allowing to determine and extrapolate trends in demand, competition, profitability [17].

The group of reserves for the use of the market situation includes reserves related to the extent to which the company effectively uses the opportunities to improve its competitiveness by maximizing the use of formal rules of activity established by the state. These are reserves associated with the use of various tax benefits for certain areas of activity; reserves for the use of the system of state subsidies, subsidies, investments, loans; insurance activities; reserves arising from the implementation of state programs to improve the competitiveness of enterprises; reserves of competent accounting and use of the legal and regulatory framework of management. All these reserves can and should be identified in the course of practical activities of the marketing services of the enterprise when assessing the environment in relation to it. The level of competitiveness of the enterprise will largely depend on how successfully these divisions of the enterprise will operate. The remaining 4 groups of reserves of competitiveness of the enterprise are associated with the use of the potential of its own individual components: organizational, production and technological, financial, economic and human potential.

The second group is associated with the use of the organizational potential of the enterprise. This includes reserves for the use of its scientific and technical potential to compete with innovations, as well as reserves for other aspects of the enterprise's activities that determine its capabilities in the field of non-price competition.

In the conditions of equalization of the total costs of production of the main producers in the world markets of great importance are reserves to improve competitiveness at the stage of operation of the product. These reserves are associated with the expansion of the network of post-production, service and warranty service of its products by manufacturers; expansion of the volume and increase in the terms of warranty and service, etc.

The third group of reserves to improve the competitiveness of the enterprise is associated with the use of reserves of production and technological potential of the enterprise, that is, with the use of reserves of available tools and means of labor. From these positions it is possible to allocate reserves of use of fixed assets including reserves of use of floor spaces, Fund of operating time of the equipment, the tool and adaptations; reserves of updating of structure of fixed assets; reserves of improvement of production technology including reserves of improvement of technological continuity; intensification of technological processes; reduction of technological preparation of production, and also reserves of improvement of material and technical support of production; improvement of installation, commissioning and loading and unloading works and transport services.

The fourth group of reserves to improve the competitiveness of the enterprise reserves of its financial and economic potential. Through financial analysis of profitability and structure of capital and costs, balance sheet structure and net working capital, liquidity and financial stability; turnover and profitability; investment attractiveness the tendencies and regularities of its economic development are revealed, the reserves that the enterprise can use to improve its financial position and, consequently, competitiveness are determined.

**Results.** The total area of agricultural land in Kazakhstan is 89.6 million hectares, of which 23.4 million hectares are arable land. It should be noted that the Republic has large reserves of arable land, with the skillful development of which can significantly expand the area of arable land.

Various climatic conditions of Kazakhstan allow to grow almost all crops of a moderate thermal belt and to develop animal husbandry. Natural and climatic conditions of the Northern and a large part of the Central regions of the country are favorable for the cultivation of grain crops, and first of all, food wheat.

Here are grown strong and hard varieties of wheat with a high gluten content, which is in high demand in the world markets. Therefore, this area is currently one of the most promising areas for investment, as according to the most conservative estimates, the capacity of grain markets of neighboring countries with Kazakhstan is estimated at 15 million tons per year.

Currently, Kazakhstan is a world leader in the export of flour, and wheat exports - is among the top 10 exporters in the world.

At the same time, the available land, labor and material resources of the country, subject to the transfer of the industry to modern technology, can in the near future increase the volume of grain production and exports.

The Eastern and South-Eastern parts of the country are favourable for the cultivation of oilseeds, sugar beets, maize, fruits and vegetables. In the South of the country, along with fruits and vegetables, melons, cotton and rice are traditionally grown. And all cotton and a significant part of rice is exported.

Grain farming is the main branch of agriculture in Kazakhstan. It provides the population with bread and animal feed. Kazakhstan produces a lot of high-quality commercial grain [18].

The Northern regions specialize in the cultivation of grain crops and livestock, and the southern regions, where irrigation is essential, have a greater diversification of cultivated crops - grains, oilseeds, fruits and berries, vegetables, cotton.

Kazakhstan produces 13.5-20.1 million tons of grain, which gives the country the right to be in third place in the CIS after Russia and Ukraine. The average grain yield is 10-13 C/ha. the Growth of grain production increases the volume of its implementation and increases the profitability of the industry.

On average, 2.8-7.0 million tons of grain are shipped for export. In addition, about 1.3-2.2 million tons of flour are exported. Spring wheat occupies more than 3/4 of grain crops. It is sown mainly in the Northern part of the Republic, and in the South cultivated winter wheat. The total sown area of wheat is 11.8-13.5 million hectares.

The yield of 9-13 kg/ha allows to obtain 11.2-16.6 million tons of wheat. Of these, 7.4-7.53 million tons is spent on domestic consumption, and 3.0-8.2 million tons is exported. Carry-over stocks is 1.0 to 3.0 million tons.

Everywhere there are crops of barley, oats, corn, and in the North-West of Kazakhstan occupies a large area of millet. The acreage of barley is 1.6-2.1 million tons. The yield of 9-14 kg/ha allows for a gross harvest of 1.5-2.8 million tons. 1.35-1.6 million tons of barley are needed for domestic consumption.

Export is 0.1-0.8 million tons, import is insignificant. Rolling stocks – 0.2-0.6 million tons. The acreage of corn is 0.1 million hectares, with a yield of 30-32 kg/ha, the country receives about 0.3 million

tons of corn for domestic consumption. In the South of the Republic with artificial irrigation give high yields of cotton (in the total export of agricultural products of the country is about 15%), sugar beet, tobacco, rice.

Due to the fact that Kazakhstan is in the zone of risky agriculture and at the same time uses mainly outdated methods of farming, there is an extremely high volatility of production.

For example, the growth of gross agricultural output by 15% in 2009 was replaced by a decline of 12% in 2010, in 2011 the growth reached 27%, to subsequently fall by 18% in 2012. In 2017, thanks to the relatively favorable climatic conditions and high yields, agriculture increased by 5.5%, compared with 3.4% in 2016.

Output in crop production is 39% formed by peasant and farm enterprises, 31% are provided by agricultural enterprises and 30% of the population.

Output in animal husbandry is 71% dependent on households, 15% are given by peasant and farm enterprises and 13% is accounted for by agricultural enterprises.

Thus, taking into account crop production, almost half of the agricultural products in Kazakhstan are produced by households, about 30% by farms and a little more than 20% by agricultural enterprises.

The activities of households, in our opinion, should rather be considered as a form of self-employment, and as a source of additional income primarily in kind. For example, the slaughter weight of cattle in households is 20% lower than the same indicator of agricultural enterprises, egg production of chickens is 80% lower, milk yield is less than twice. This, in turn, explains the low performance of agriculture as a whole. While households have no incentive (producing mainly for own consumption), no options (no medical knowledge, Finance) to improve performance [19, 20].

It is obvious that the prevalence of small-scale production of agricultural products, not market-oriented, gives reason to assume a low and questionable quality in terms of security of agricultural products.

Kazakhstan's exports of agri-food products peaked in 2012 (\$3.4 billion), associated with a very high harvest in 2011, after which they fell steadily to \$2.1 billion in 2017. The share of agricultural exports in the country's total exports was 6%. The main export item of agricultural and food products are cereals, the export of which brings more than \$1bn per year on average over the past 10 years, and together with the export of flour, the share of these products exceeds 60% of total exports. At the same time, there is a gradual decrease in grain exports and since 2015 Kazakhstan has fallen out of the top ten world grain exporters. Other export products are also declining, following prices in the world market, where prices of plant products have declined, while beef prices have remained almost unchanged but have risen for poultry.

According to the forecast data of the OECD and the FAO, the growth of global wheat production until 2026 is expected at the level of 10.6 % and will amount to 820.8 million tons. The growth of world consumption by this period will be 12.9 % and will reach the level of 815.3 million tons (Fig. 1).

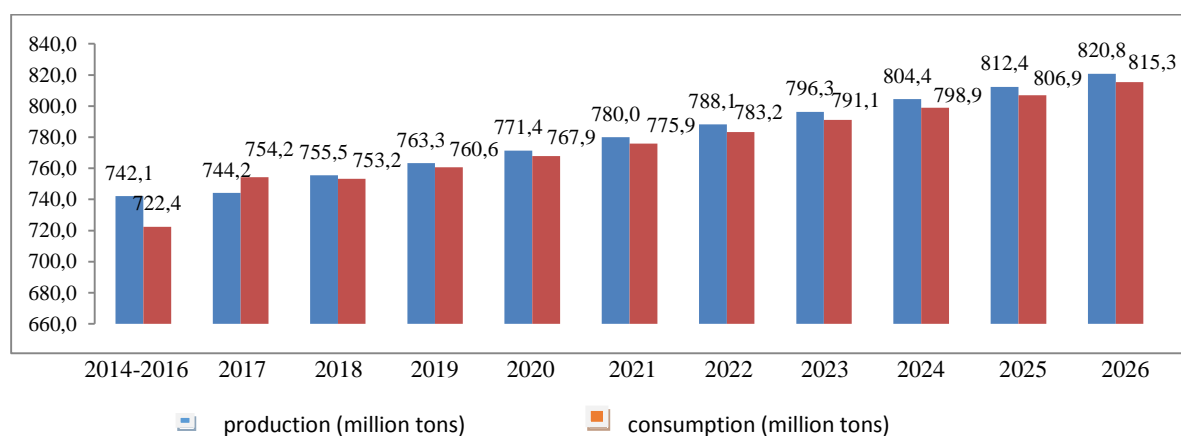


Fig. 1- Forecast of world wheat production and consumption for 2017-2026

By 2026, the growth of wheat acreage is estimated by the OECD and FAO at a low level of 1.8% and will reach 226.7 million hectares.

The growth of the final stocks of wheat is estimated at 7.6 % and by 2026 will be 243.5 million tons.

Global wheat exports will increase by 15.3% to 191.1 million tonnes.

World wheat prices are projected to rise by 20.1% to us \$ 248.9 per tonne.

Maize production and consumption will increase by 2026 (Fig. 2). So the level of maize production will reach the level of 1,163.7 million tons (13.6%), consumption of 1,161.2 million tons (14.4%).

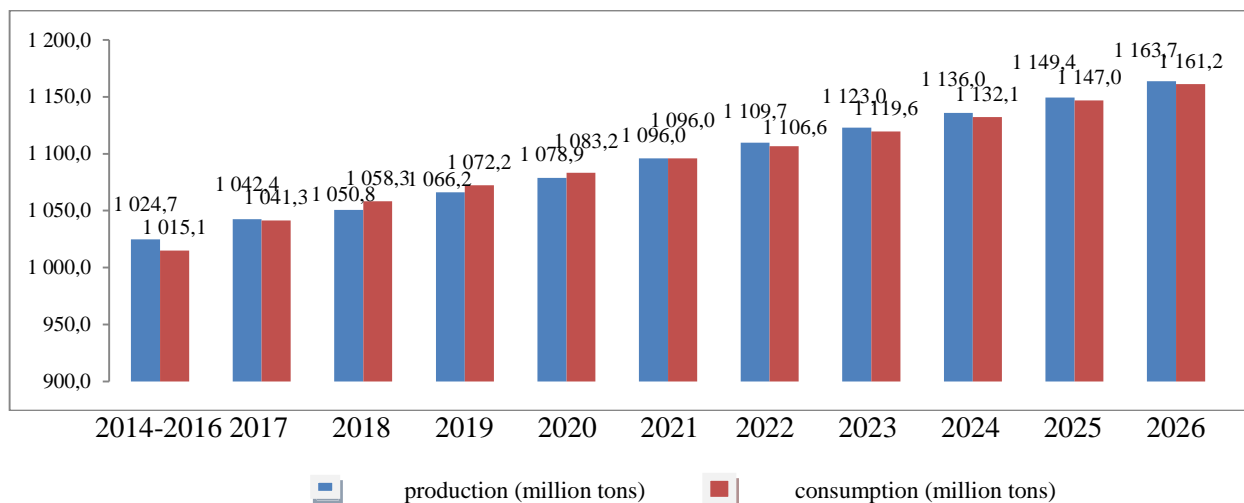


Fig. 2 - Forecast of world corn production and consumption for 2017-2026

Forecast indicators of final corn stocks reduced by 8.7% to 208.8 million tons.

The volume of corn exports is estimated to be higher by 2026 compared to the average for 2014-16 by 14.2%, the level is projected at 154.5 million tons.

Corn acreage will increase by 2.2% by 2026, the total world area will be 181.8 million hectares.

By 2026, OECD and FAO had provided a forecast with a significant increase in world corn prices by 19.7% to us \$ 196.7 per ton.

The volume of rice production and consumption in the world market by 2026 will increase to 560.9 million tons and 560.1 million tons, in percentage terms, the growth will be 13.4% and 13.2%, respectively.

World rice prices will rise by 10.8% to us \$ 415.5 per ton (Fig. 3)

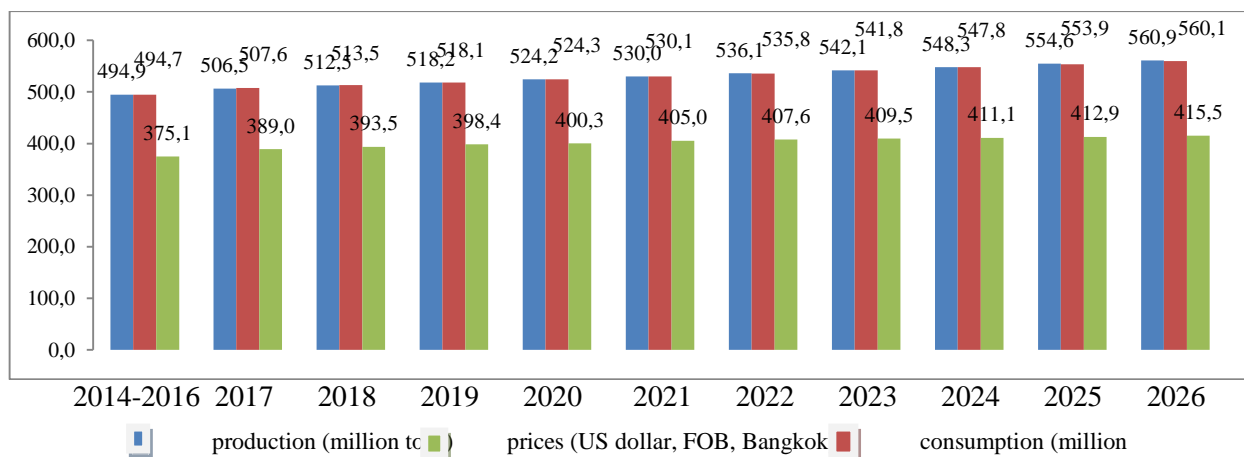


Fig. 3- Forecast of world production, consumption and world prices for rice for 2017-2026

A slight increase in global rice acreage is expected by 2026, according to the OECD and FAO forecast of 1.2 % to 164.2 million hectares.

World rice exports will increase significantly by 16.3 % to 51.2 million tonnes.

By 2026, the volume of final stocks of rice, on the contrary, will decrease by 2.8 % to 166.8 million tons.

Currently, a Map of modernization of agricultural science is also being developed, which will provide accelerated innovative development of agriculture on the basis of close integration of production, education and science.

Kazakhstan agricultural science has its own competitive achievements widely used in crop and livestock production. Currently, about 160 varieties and hybrids (25 types of crops) of Kazakhstan's selection are allowed to use, including 39 varieties of potatoes, 103 varieties of vegetables, etc.

**Conclusions and Discussions.** Analysis of the dynamics of the volume of agricultural production in Kazakhstan indicates the preservation of mainly positive trends in the growth of this indicator. However, despite the adoption by the government of the Republic of appropriate measures for the development of agriculture, to change the situation in the industry fundamentally has not yet succeeded. The level of its competitiveness remains low.

There is no doubt that the existing approaches to solving the problem of increasing the competitiveness of agriculture do not fully meet the modern requirements of socio-economic development of the Republic, its adaptation to the globalization of economic life.

It is necessary to highlight the following main problems hindering the growth of competitiveness of agriculture of the Republic:

1. Maintaining a low level of state support for agriculture. Despite the use of forms of state support for domestic producers, such as subsidizing interest rates on loans and various forms of assistance in the acquisition of fuels and fertilizers, the level of such support does not go to any comparison with the level of support provided to farmers in developed countries.

The high level of state subsidization of costs of foreign suppliers artificially overestimates the competitiveness of their products and reduces incentives for the development of Kazakhstan's production. In accordance with the data of the Ministry of agriculture, subsidized products of foreign countries are offered in the domestic market at prices that are 2.5 times lower than the supply of domestic producers.

2. The high level of dependence of the domestic market of Kazakhstan on imports of food products. In recent years, the rate of growth in agricultural and food production has remained below the rate of increase in food imports. Of course, the preservation of a certain share of imports is necessary to expand the range, meet the needs of Kazakhstanis in nutrition, as well as to preserve the competitive environment. However, if the import to cover the needs of the market exceeds 16%, it is not Supplement domestic production, a suppresses it leads to a narrowing of reproduction in the sector and potentially leading to its decline. That is, 16% is the economic threshold of food security. In Kazakhstan, imports exceed the threshold for food security. At the end of 2017, the share of agricultural products in total consumption amounted to 23.8%, which indicates a low level of competitiveness of the agricultural sector.

3. Low level of solvency of agricultural producers. The main component of this problem is to maintain a high level of credit rates for agricultural producers. At the same time, only large agricultural producers have the opportunity to receive these funds, which provide loans to small farms at the level of 8-10%. The interest rate eventually increases to 20-22%. For comparison, in the US this figure is 3%, in Germany – 1%, in Hungary – 4%.

This trend is reflected in the provision of agricultural enterprises with mineral fertilizers, equipment upgrade. It is alarming that the agricultural sector is technologically backward and far behind. Depreciation of fixed assets in the industry reached 80%. The strongest wear leads to an increase in the cost of production, a decrease in labor productivity. In particular, the indicator of labor productivity in Kazakhstan's agriculture is 15 times lower than the same indicator of the USA.

4. Imperfection of the financial mechanism. Currently, the system of state financial control still has problems associated with the misuse of budgetary funds aimed at the development of agriculture, the lack of an effective mechanism for their development, the underutilization of public funds.

At the same time, for the development of the agricultural sector of the Republic's economy, the preservation of the above dangerous trend is a serious deterrent.

5. Low level of competitiveness of agricultural enterprises. This problem is explained, firstly, by the persistence of a stable trend of technological backwardness of enterprises in the industry. Agriculture remains unattractive to investment. In recent years, despite the increase in investment in value terms, the share of investment in agriculture in total investment did not exceed 2% for all years. The lack of financial resources is a deterrent to the introduction of modern technologies.

Secondly, the persistence of small-scale agriculture is a serious problem. The reform of collective and state farms, the fragmentation of large farms into small, subsequently ineffective, led to a decrease in labor productivity in agriculture, the quality of the final product. Small agricultural enterprises are not able to solve the problems of increasing competitiveness, innovation, supply of safe food for the health of the population.

Thirdly, the most important problem in agricultural production is the insufficient level of development of cooperative relations between agriculture and the processing industry and trade. The presence of various intermediary structures leads to a rise in the cost of agricultural raw materials in the final price of the product, which ultimately leads to a decrease in the competitiveness of enterprises. The level of competitiveness of the main agricultural products also remains low. Thus, the assessment of the competitiveness of agricultural products in terms of profitability shows that the greatest potential is available only in three sub-sectors of agriculture: grain, oilseeds and potatoes.

6. Low level of qualification of personnel in rural areas. One of the factors that weaken the development of the competitiveness of the industry is the presence of personnel problems. The industry is acutely felt: shortage of specialists and managers; insufficient level of management, organizational and consulting work on the formation of new market structures.

In the new global reality, the priority is given to the accelerated development of the agricultural sector. In the next five years, the production and processing of agricultural products should become the main source of diversification and a driver of economic growth. The implementation of the new role of the agro-industrial complex will balance the sustainable development of the country, increase productivity and improve the standard of living of the main part of the population. Rural residents, who run subsidiary farms, will have new opportunities to engage in commodity production through large-scale cooperation and targeted state support. Despite all the positive trends in the development of the crop industry, there are a number of negative factors constraining the growth of the competitiveness of the industry as a whole:

1. Not used a huge resource of personal subsidiary farming and small farms, farms unresolved issues of procurement and marketing of products

The country has more than 1.6 million smallholders and 185 thousand farms. They account for up to 70-90% of fruit, vegetable and potato production.

2. The low share of processed products. Less than 30% of fruits and vegetables are processed, while loading the capacity of all 403 processing enterprises is only 20-60%.

3. The imbalance of production in agriculture is the predominance of wheat over other crops

This leads to an annual accumulation of wheat reserves of up to 2-3 million tons and insufficient production of feed (1.3 million tons), barley, corn, fodder and oilseeds (2.7 million tons). At the same time, the amount of wheat subsidies reaches a quarter of the state support for crop production, which reduces the efficiency of budget spending. In turn, the lack of animal feed hinders the development of animal husbandry.

4. Low level of exports and high share of imports

Production of meat and legumes fully meets domestic needs and has a large export potential. At the same time, there is a significant share of imports of food products (40-90%), which can be produced in the country – sugar, butter and vegetable oils, canned fruits and vegetables.

5. Low level of innovation. Unclaimed, weak agricultural science and the lack of a system of transfer of world agricultural technologies.

6. Low availability of government support. Uneven distribution of funds: less than one third receive subsidies manufacturers, and half of direct lending "KazAgro" accounts for only 1% of all borrowers of the holding. This leads to a negative balance of foreign trade in food products – \$ 1.3 billion.

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**Г.П. Коптаева, Г.Ф.Шинет, Г.Н.Агабекова**

Мирас университеті, Шымкент, Қазақстан Республикасы

**АГРАРЛЫҚ ЭКОНОМИКА: ӨСІМДІК ШАРУАШЫЛЫҒЫНЫҢ ДАМУЫ  
ЖӘНЕ ОНЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІ**

**Аннотация.** Қазақстан Республикасында өңірлік және әлемдік ауқымдағы корпоративтік көшбасшылардың қалыптасуы арқылы бәсекеге қабілетті, экспортқа бағдарланған салаларды және шикізаттық емес секторды құруға мемлекеттің назарын аударады; халықаралық стандарттарға сәйкес келетін және нарық талаптарына жауап беретін бәсекеге қабілетті индустриялық-инновациялық инфрақұрылымды дамыту; қолайлы бизнес-ортаны және инвестициялық климатты құру.

Ауылдық жерлерде кәсіпкерлікті дамыту ауыл шаруашылығы өндірісінің дамуына және міндеттеріне тікелей байланысты, өйткені агроөнеркәсіп кешенінің бірі халықты азық-түлікпен қамтамасыз етіп, сұраныс пен ұсынысты теңдестіруде. Тәжірибе көрсеткендей, бұл басқарудың түбегейлі жаңа әдістерін қолданумен және бәсекелес нарық қатынастарын дамытумен мүмкін.

Ауыл шаруашылығы өндірісінің көлемі ауыл шаруашылығы кәсіпорындарының қызметін сипаттайтын негізгі көрсеткіштердің бірі болып табылады. Сатудың көлемі, оның құнын, пайда мөлшерін, рентабельділік деңгейін, кәсіпорынның қаржылық жағдайы, оның төлем қабілеттілігі және басқа да экономикалық көрсеткіштері оның құнына байланысты.

Нарықтық қатынастар жағдайында кәсіпорындардың тиімді жұмысын қамтамасыз ету үшін басқару шешімдерін әзірлеу мен қабылдауда жауапкершілігі мен тәуелсіздігі артады. Өндірістің, коммерциялық, қаржылық және экономикалық қызметтің басқа түрлерінің нәтижелері өздері мен соңғы көрсеткіштері арасындағы қатынастардың әртүрлі дәрежесіндегі түрлі факторларға байланысты. Олардың әрекеттері мен өзара әрекеттері олардың күшіне, табиғатына және уақытына қарай өзгереді. Бұл факторлардың себептері немесе жағдайлары әр түрлі. Бұл кешенді жұмыс сапалы түрде бәсекеге қабілетті нарықтық экономиканы дамытудың заманауи талаптарына жауап беретін экономикалық қызметтің жан-жақты талдауының көмегімен ғана жасалуы мүмкін.

**Түйін сөздер:** бәсекелестік, бәсекеге қабілеттілік, өсімдік шаруашылығы, тұрақты даму, ауыл шаруашылығы өндірісі.

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**Г.П. Коптаева, Г.Ф.Шинет, Г.Н.Агабекова**

университет Мирас, город Шымкент, Республика Казахстан,

**АГРАРНАЯ ЭКОНОМИКА: РАЗВИТИЕ РАСТЕНИЕВОДСТВА  
И ЕЕ КОНКУРЕНТОСПОСОБНОСТЬ**

**Аннотация.** В Республике Казахстан уделяется большое внимание созданию конкурентоспособных, экспортоориентированных отраслей и производств несырьевого сектора путем формирования корпоративных лидеров регионального и мирового масштаба; развитию конкурентоспособной индустриально-инновационной инфраструктуры, соответствующей международным стандартам и адекватным требованиям рынка; формированию благоприятной бизнес-среды и инвестиционного климата.

Развитие предпринимательства на селе напрямую зависит от развития и задач сельскохозяйственного производства, в качестве одной из сфер АПК - это обеспечение снабжения населения продуктами питания, сбалансирование спроса и предложения. Как показывает практика, это возможно лишь при использовании принципиально новых методов хозяйствования и развития конкурентных рыночных отношений.

Объем производства сельскохозяйственной продукции является одним из основных показателей, характеризующих деятельность сельскохозяйственных предприятий. От его величины зависят объем реализации продукции, уровень ее себестоимости, сумма прибыли, уровень рентабельности, финансовое положение предприятия, его платежеспособность и другие экономические показатели.

В условиях рыночных отношений повышается ответственность и самостоятельность предприятий в выработке и принятии управленческих решений по обеспечению эффективной их работы. Результаты производственной, коммерческой, финансовой и других видов хозяйственной деятельности зависят от

разнообразных факторов, находящихся в разной степени связи между собой и итоговыми показателями. Их действия и взаимодействия различны по своей силе, характеру и времени. Причины или условия, порождающие эти факторы, также различны. Качественно выполнить эту сложную работу можно только с помощью комплексного анализа хозяйственной деятельности, отвечающего современным требованиям развития конкурентоспособной рыночной экономики.

**Ключевые слова:** конкуренция, конкурентоспособность, растениеводство, устойчивое развитие, сельскохозяйственное производство.

**Information about authors:**

Shinet Gulzada Galymkyzy - PhD, senior teacher at Miras University, Shymkent, Kazakhstan. Personal phone number: 8-702-4176084, [gshnet@bk.ru](mailto:gshnet@bk.ru);

Koptayeva Gulzhamal Perneyevna - Candidate of Economic Sciences, associated professor at Miras University, Shymkent, Kazakhstan. Personal phone number: 8-702-6540709, [asel\\_4747@mail.ru](mailto:asel_4747@mail.ru);

Agabekova Gulzhan Nurtazayevna - Candidate of Economic Sciences, senior teacher at Miras University, Shymkent, Kazakhstan. Personal phone number: 8-701-5051817, [guljanka\\_a@mail.ru](mailto:guljanka_a@mail.ru)

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