

IMPROVEMENT OF THE COMPETITIVENESS OF LIVESTOCK PRODUCTS

МАЛ ШАРУАШЫЛЫҒЫ ӨНІМДЕРІНІҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН АРТТЫРУ

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Abstract. The role of meat processing enterprises and increasing their competitiveness for participation on the national and global markets for agricultural raw materials, products and food products is shown. It is noted that the main reasons for the low productivity of livestock production in Kazakhstan - are the small population of pedigree livestock, poor management conditions. The measures to improve the breeding, to eliminate the shortage of feed aimed to obtain high-quality meat and dairy products are indicated. The priorities for improving the breeding work have been identified. The author believes that former breeding plants with available main livestock should serve as the centers. It is necessary to determine the exterior-constitutional types of Kazakh white-headed breed for breeding it in different regions, to revive the activity of control and testing stations. To obtain high-quality meat and dairy products, a solid forage base is needed, which volume is still insufficient and not varied. Its restoration is a long process that requires an integrated approach: increasing the volume of feed crop rotations, solving feed preparation problems, and developing the feed industry in the country. They adopt a number of State targeted programs focused on the medium term, in particular, the project "Development of export potential of cattle meat in the Republic of Kazakhstan", implemented by JSC "National managing holding" KazAgro".

Аңдатпа. Ет өңдейтін кәсіпорындардың ролі және ауыл шаруашылығы шикізатының, өнімдері мен азық-түлігінің ұлттық және әлемдік нарықтарына қатысу үшін олардың бәсекеге қабілеттілігін арттыру көрсетілген. Қазақстанның мал шаруашылығының төмен өнімділігінің негізгі себептері - асыл тұқымды мал санының аздығы, оларды ұстаудың нашар жағдайы. Селекцияны жетілдіру, жоғары сапалы ет және сүт өнімдерін алу үшін азық тапшылығын жою шаралары белгіленген. Селекциялық жұмысты жетілдіру жөніндегі бірінші кезектегі міндеттер анықталған. Автор негізгі мал басы бар бұрынғы асыл тұқымды мал зауыттары орталықтарға айналуы тиіс деп санайды. Түрлі өңірлерде қазақтың ақбас тұқымының көбейту үшін экстерьерлік-конституциялық түрлерін айқындау, бақылау-сынақ станцияларының қызметін жандандыру қажет. Жоғары сапалы ет және сүт өнімдерін алу үшін мөлшері әзірге мардымсыз, әртүрлілігі аздау мықты азықтық база қажет. Оны қалпына келтіру - азықтық ауыспалы егіс көлемін ұлғайту, азықтық дайындау мәселелерін шешу, елде құрама жем өнеркәсібін дамыту сияқты кешенді тәсілді талап ететін ұзақ үрдіс. Орта мерзімді перспективаға бағдарланған бірқатар мемлекеттік мақсатты бағдарламалар, атап айтқанда "ҚазАгро" Ұлттық басқарушы холдингі" АҚ іске асыратын "Қазақстан Республикасында ірі қара мал етінің экспорттық әлеуетін дамыту" жобасы қабылданған.

Аннотация. Показана роль мясоперерабатывающих предприятий и повышение их конкурентоспособности для участия на национальном и мировом рынках сельскохозяйственного сырья, продукции и продовольствия. Отмечено, что основные причины низкой продуктивности животноводства Казахстана – малая численность племенного скота, плохие условия содержания. Обозначены меры по совершенствованию селекции, устранению дефицита кормов для получения высококачественной мясной и молочной продукции. Определены первоочередные задачи по улучшению селекционной работы. Автор считает, что центрами должны стать бывшие племенные заводы, с наличием основного поголовья. Необходимо определить экстерьерно-конституциональные типы казахской белоголовой породы для

To achieve the goal, it is necessary to strengthen the economic base of the processing enterprises, including meat processing plants and to increase the competitiveness of their products in the meat processing sector [1].

The main reasons for the low productivity of livestock in Kazakhstan were a low proportion of breeding livestock, a shortage of high-quality feed, and inadequate housing conditions.

There are priority measures to improve the selection. The center of the organization of this work should be the former breeding plants, as they are concentrated the main livestock. Using the database of information-analytical system, it is necessary to determine the main exterior-constitutional types of the Kazakh white-headed breed in order to justify it for breeding in different regions, to revive the work of control and test stations.

Results and their discussion. Over the past decades, private farmers have been able to devote resources only to roughage, however, for capital feeding of livestock, it is necessary to dilute such feed with at least protein. Now such valuable fodder as haylage, mono-feed (grain dumping), fodder beet are being produced in minimal amounts [3]. Succulent feed, which is also necessary for livestock, makes up only 31% of the real need. The meager amount of food supply and the inability to fully maintain livestock can cause a crisis, because with minimal fluc-

tuations affecting the development of factors, drought or financial crisis, farmers will not be able to provide sufficient food for livestock, this will lead to bankruptcy. Restoration of food supply is quite a long process, as it requires an integrated approach. For a start, you will need to resume, and increase the volume of feed crop rotations, and solve the problems of feed preparation and the development of the feed industry.

At the moment, the feed is costly, since there are not enough feed production complexes in Kazakhstan, and as a result of the shortage, it is necessary to order feed from abroad. Of course, now the state is actively allocating loans for building multidirectional livestock and forage complexes and equipment but solving the problem will require a period of time and additional financial investments, and in the near future the situation with fattening and production will not be as noticeable. The priority direction of South Kazakhstan in the future is determined by livestock. Priority areas for financing livestock development projects have been identified.

It is planned to allocate 4 billion tenge for these purposes, which will allow in the near future to produce livestock products annually for 9.1 billion tenge. For the development of transhumance in the region over the past two years, the project "Increasing the acreage of drought-resistant forage crops" has been implemented under the budget program. The seeds of Isen, Teriskien, Kuireuik, Wormwood, Black Saxaul and others are sown.

To increase the volume of seeds, seed farms are being opened on the arid lands of the forest farms in Suzak, Otrar, Shardara and Arys, which also in the future will increase the feed base for the development of animal husbandry.

Currently, domestic livestock is developing very actively. The potential of this sector of the economy is constantly growing, which makes it possible to create a whole system that can withstand problems. There are a number of public and private targeted programs that are focused on the medium term. An example of such a program is the project "Development of the export potential of cattle meat", which is implemented by the national managing holding KazAgro. By 2027, it is planned to increase the export volume of beef and lamb to \$ 2.6 billion, about 500 thousand tons annually.

The main objective of this project is to create a solid basis for the continuous development of the meat industry of livestock.

Activities for the implementation of the project are: expansion of the reproduction base in cattle breeding; improved genetic potential productivity; search and subsequent use of innovative technologies in this industry. At present, the formation of a commercial contingent of cattle of meat breeds in the amount of 112 thousand heads has already been completed, areas for industrial fattening with a capacity of 37 thousand places have been equipped. With the help of breeding bulls, improvement of beef cattle livestock breeds has begun, which in the future will improve its productivity to the most modern global standards.

Due to credit resources, JSC "NMH" Kaz Agro" provides for the import of 72 thousand units of livestock of breeding breeds from abroad, an increase in the livestock population in farms and peasant farms of Kazakhstan by 224 thousand heads, as well as the construction of sites for fattening animals for 150 thousand places of simultaneous housing. This will allow creating all conditions in the country to ensure a solid basis of food security, will allow to increase the export volumes of Kazakh meat products in the domestic, world markets.

All over the world, in sheep farming, the main emphasis is on breeding sheep of such breeds that would have increased precocity and productivity [4].

The volatile market conditions of sheep products confer on livestock breeders on the need for a scientific solution to the problems of increasing the number of sheep in quantitative terms and at the same time converting them qualitatively on the existing livestock base. More than 70% of the lamb produced in the meat industry of sheep farming is meat and greasy products. Therefore, meat and grease, which are most in demand on the domestic, external meat consumer markets, are priorities for their breeding in the republic.

Meat-fat sheep breeding is an industry with high profitability, due to the low cost of this area of livestock in strict compliance with all technologies of housing, feeding, reproduction and breeding.

For example, the Ordabaska breed of sheep was created, which, compared with the traditional for Kazakhstan fat-tailed coarse-haired breed, gives 10, and sometimes 15% more meat. They bred this breed, crossing the local coarse-haired fat-tailed breed with the sheep of the Gissar and edilbaevsky breeds and the livestock of the new breed is more than 35 thousand animals. These sheep are

favorably distinguished by their precocity, increased body weight, have good meat qualities, and are suitable for year-round housing on a pasture-pasture basis.

The development of goat breeding is attractive because, in addition to its high profitability, it helps to solve the problem of nutrition for children. Goat milk has a unique composition and a number of medicinal properties, which makes it a very valuable product, not only for baby food, but also for people suffering from diseases of the stomach. However, at the moment, goat milk production is not carried out on a production basis, which is explained by the low demand for such products. However, "Zanenskaya" goats were brought to the Saumal farm (Karaganda oblaSt). These animals give high milk yield - from 4.5 to 6 liters per day. In the Almaty region, the meat factory will be built by the Italian company Inalca, which is a division of the transnational corporation Cremonini Group. The main direction of Inalca's business in Kazakhstan will be a meat processing plant with a capacity of 500 cattle per day. The total investment in the initial phase is estimated at 50 million euros. This price includes: buildings and feedlots, production lines, including the production of hamburger patties, cold rooms for finished products, land and others. The start of construction is planned for the current year, the start of production - by 2020.

Observing the growth of livestock in the Almaty region, it should be noted that this is facilitated by the introduction of new programs for the development of the livestock industry, the active sponsorship of this area. Agrarian Credit Corporation JSC is implementing a program of crediting agribusiness entities for the purchase of breeding stock of cattle and breeding bulls for the reproduction of young beef breed.

The main idea of the program is to credit small and medium-sized farming for the purchase of breeding stock of cattle of domestic and foreign selection, the allocation of funds for the purchase and development of food supply. This program will provide an opportunity to increase the livestock level, reduce the number of purebred, unproductive live-stock, create a system for recording and identifying farm animals in order to increase efficiency in the field of veterinary medicine [5].

The Concept of the National Strategy for the Development of Meat Cattle Breeding for 2018-2027 laid down that family farms will form the basis of the national strategy: in cattle breeding 50-100 uterine heads, sheep breeding 600 uterine heads.

In Australia, Canada and the United States, small farms (with an average herd of 50 heads) occupy the main share in the production cycle, since they are competitive at cost, taking into account the simple technology of keeping animals, low production costs and are more resistant to market changes. Australia has 14% of the world's total livestock of sheep (over 150 million heads). The country is leading among the suppliers of wool: 9% of the total world production. Most agricultural land is used for livestock (meadows and pastures). About two-thirds of the cost of agricultural products provides livestock.

Owners of livestock farms in the United States cannot be confident in the prices of their products due to the risk of loss due to adverse weather conditions or disease of livestock [6]. If farmers face a severe drought, flooding and an unpredictable market situation, less costly partial insurance is provided, but if risks are less, insurance may be higher.

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Canada's agriculture receives significant government support (varies annually between \$ 6–8 billion), although it is several times less than in EU countries. Low rates are attributed to the unique Canadian state monopoly system for the purchase of milk, cheese, eggs and poultry called "supply management." Specially established state-owned companies regulate the supply of these goods on the market, controlling domestic production and restricting imports through high duties, which can reach 200% [7]. Such a system, on the one hand, allows Canada to avoid direct subsidizing of the sector, and on the other hand, it hurts consumers, because due to government regulation, prices for the final product in Canada are 30 to 300% higher than in other countries.

Other Canadian agricultural products (grain, pork, veal, etc.) are sold under more or less market conditions, although a special credit institution Farm Credit Canada has been established for farmers. In addition, there are a dozen provincial and federal programs of support for agricultural producers in the country, including: short-term loans of up to \$ 400,000 at low interest rates with partial interest coverage; state credit guarantees for the purchase of agronasal land; voluntary mechanism of guaranteed purchase prices; preferential crop insurance against natural disasters and weather

conditions; financial support for product promotion abroad (up to \$ 50 thousand per enterprise per year); emergency financial support during emergencies; subsidies for transporting grain through a port in the north of the country (\$ 9.20 / ton).

Germany is the second largest producer of livestock products, as well as grain in the EU. At the same time, in the agrarian sector, where there is a very high level of mechanization, only 2-3% of the working-age population of the state are employed, its share falls short of 1% in the structure of GDP.

German agriculture is based on small family farms. The state supports the industry, but not subsidized or direct allocation of funds. State assistance is prohibited in the EU in accordance with paragraph 1 of Article 107 of the Treaty on the Functioning of the European Union, as it impedes free competition in the domestic market. There are some exceptions, in particular, it is possible to provide social assistance to individual consumers, humanitarian aid and grants to farms that have suffered losses after the restoration of Germany.

Thus, for example, until March 22 of this year, the second in a row package of subsidies to producers of dairy and meat products affected by low prices (totaling € 13 million) was in effect and one could apply for one. Minister Christian Schmidt promised that the state will continue to help farmers in the global market within the limits of opportunities. In Kazakhstan, the state seeks to provide support, allocating funds, introducing various development programs, carrying out preventive work, such as vaccination and veterinary services for livestock. The allocation of money as subsidies stimulates livestock breeders to expand their flocks, conditions for livestock and forage base [8]. Breeding work on livestock breeding is now conducted very carefully, which contributes to the production of high-quality products, as well as the breeding of pedigreed animals.

Conclusions.

1. The AIC operates in a market-controlled environment, which is characterized by a high degree of competition and a variety of goods. The main task at this level of the competitive environment is to establish prices that meet the interests of the buyers and ensure reproduction conditions. In the agri-food market, no farm can significantly affect the market price, which corresponds to the main condition of competition.

2. It should be noted that the enterprises of the processing industries - the main buyers in the markets for agricultural products, are

not monopolists and do not fall within the scope of antitrust regulation.

3. Despite the development of the industry, there are still negative factors that influence the implementation of more intensive promotions. This is mainly - unimproved infrastructure, weak forage base, small-scale production and the number of purebred cattle. For the accelerated and effective development of animal husbandry, development programs have been created, the implementation of which will enable Kazakhstan to take a strong position in the global commodity and food market.

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