

Ключевые слова: специализация, рынок, разделение труда, сельское хозяйство, сельскохозяйственные товаропроизводители, спрос, предложение, конкуренция, производительность, сезонность, кооперация, инновации.

The combination of branches can be designated as more constant, and a ratio of branches - more dynamic, mobile category.

As part of the same combination of branches and proportions between them, as a rule, they are often changed along with changes in their underlying causes, and not necessarily all and often only some of them. The relationships and proportions between the branches are constantly varying magnitude. This explains the urgency of the issues of specialization, combination and ratio of industries in the agricultural enterprises at every stage of the development of agriculture. It is worth noting that the combination of branches is not a mechanical sum of industries, not an arbitrary set of them, and a set of industries. Therefore, do not connect any of the branches can be spoken of as a combination, but only when there is a relationship between them, allowing more efficient use of production resources and achieve better results of production when their set is a well-organized system.

Judgment of economic space can be met even in works of antique philosophers (Aristotle, Platon), the authors of social utopias (Thomas Moor, T.Campanella). In the 17-18 centuries, these problems are constantly covered in the economic theories (J. Stewart, Adam Smith and David Ricardo). However, at a later time until the end of the 19th century a factor of production has dropped out of sight of the general economic concepts, scientists abstracted from the notion of territory. Mainstream economic thought developed as a theory of a point or a closed economy of the country without the size do not take into account "the monopoly protection" distance and transportation costs, the competitive advantages of the different locations of manufacture not the mobility of natural resources.

Nevertheless, research in the field of spatial economy developed and two directions can be identified today:

- theories that determine the specialization of regions in the territorial division of labor (theory of absolute advantage, theory of comparative advantage, Heckscher-Ohlin theory);
- theories that determine the principles of the location of production (the theory of the location of agricultural production, the theory of the location of industry, the theory of locating settlements, the general theory of location).

The theory of absolute advantage. Initially, most economists assumed that the source of wealth is unequal exchange territory. This trend of economic thought has been called "mercantilism" and has been developed by scientists. Mercantilist views are in the trade between the two countries, however, apply to the interregional exchange. A country can be

considered as a region across the continent or the world at large [3].

Considering that the wealth of the territory is determined by the amount of gold and silver, mercantilists assumed that foreign trade should wholly promote its increase. Recognition of the important role of foreign trade in ensuring economic growth was accompanied by the establishment of restrictions on the part of the state. Criticizing them, Adam Smith showed that the welfare of the territory depends not so much on the amount of gold and silver as on the level of development of production due to the division of labor and cooperation.

Specialization of regions in foreign trade should be based on the principle of absolute advantage. According to this principle the region exports those goods that it produces with lower costs. Therefore, producers must act in conditions of free competition and non-interference of the state in the economy. This theory showed how foreign trade should be carried out if the region has an absolute advantage. However, she did not give an answer to the question of how the regions that do not have such an advantage can participate in foreign trade. The answer to this question was obtained within the framework of the theory of "comparative advantage".

The theory of comparative advantage. As is known, D. Ricardo developed the theory of absolute advantages and showed that trade can be mutually beneficial, even if one of the regions does not have an absolute advantage in the production of specific goods. The principle of comparative advantage lies in the fact that regions should specialize in the production of those goods that they can produce with the lowest costs in comparison with other regions.

Comparative (relative) costs indicate how much of one of the produced goods must be abandoned while increasing the production of another commodity by one. Usually this is clearly demonstrated by the production capacity curve, which is built on the basis of costs. It shows how much of the production can be produced by the region at the current level of technology and the amount of resources.

The Heckscher-Ohlin theory. The reasons for the appearance of comparative advantages in the territory were described in the early 20th century in the works of Swedish economists E. Heckscher and B. Ohlin. They showed that the reason for the emergence of comparative advantages is the different supply of regions with production factors. Specialization in foreign trade should occur on such

goods, in the production of which the greatest costs fall on those resources that are more endowed with the region. Movement of goods compensates for restrictions on the movement of resources, which leads to equalization of income from the factor of production. This situation is described by the American economist, Nobel Laureate V.V. Leontief.

Economists of our time believe that one of the main reasons for the decline in the efficiency of agricultural production and a sharp decline in the volume of production and raw materials is the low level of use of market specialization. The specialization of agricultural production and market development are used in time and allow fuller use of productive resources.

One of the main ways to improve and deepen the economic reforms of the republic is the creation of a managed market specialization capable of satisfying the needs of the republic's population in a variety of food products. Reliable provision of the population with food on the basis of scientifically grounded market specialization should become a strategic direction of the agrarian policy of the Republic of Kazakhstan, where the level of actual per capita consumption of basic products is much lower from rational standards of nutrition and lags far behind the average indicators of the CIS countries.

A characteristic feature of modern specialization is the process of internationalization of production, which is expressed in the growth of international specialization and cooperation of economic entities. At the same time, the formation of specialization in the conditions of market relations has become one of the key tasks for the country's agriculture. The market is unthinkable without specialization, since it is a limited part of the market. In conditions of transition to market relations dictate from above the specialization of the economy becomes inexpedient.

So far there are different opinions about the development of market specialization. Some say that the state should not interfere in the economic activities of agricultural producers. Others say that without government support, agro product producers will not be able to carry out their activities.

Market specialization as a special form of the economy of the agro-industrial complex determines the scientific basis of its organization at the macro level, where the state fulfills its administrative functions by regulating the economy at the macro level. Each agricultural enterprise has the right to choose its own strategy of managing market specializations.

The strategy of management of market specializations in the agrarian sphere of the agro industrial complex should be based on priority directions of agricultural development taking into account the peculiarities of the regions, the possibility of introducing new achievements in science and technology into production. The management of market specializations in the agrarian sphere covers the interests of many agrarian enterprises and requires the support of scientific institutions. At the same time, the scientific institutions of the Kazakh Research Institute of Economy of AIS and rural development should be profiled as a methodological center [4].

Results and discussion. When considering the specialization of agriculture, it should be borne in mind that the development of this process is proceeding in overcoming the contradictions between the further division of labor and the need for combined development of production, which makes it possible to better take into account the technological and organizational requirements inherent in agriculture, and to ensure a more even flow of money.

The peculiarity of agricultural production lies in the fact that in this branch a person deals with machine industrial production, as well as with soil and living organisms. Therefore, the depth of the division of labor in agriculture can not reach such a level as in industry, where, along with the division of labor in the production of certain types of products, the division of labor into technological processes is carried out, with the production of individual parts or parts of production. The nature of the specialization and the forms of its manifestation are formed under the influence of a number of factors, which are usually divided into two groups: natural and economic. Moreover, often the natural factor has a dominant influence. This is due to the fact that agriculture is the most important branch of material production, has, in contrast to industry, a number of significant features inherent only in this industry.

In a generalized form they are formulated by individual authors as follows:

- the interdependence of biological and economic processes, their objective influence on the results of crop and livestock organization;
- the ability of the land, as the main means of production, to improve its quality and efficiency with its rational use;
- the presence of soil and climate prerequisites and factors determining the specialization, placement of agricultural production;

- difference in the duration of the working period and the production period, seasonality of production;
- own biological basis of productive reproduction in agriculture.

In this regard, the specialization of each region, zone, economy is formed under the influence, on the one hand, of the social division of labor, which, while deepening, provides separation of the branches of agriculture from each other, on the other - the characteristics of agriculture, often linking, with friend [see 3].

Specialization develops under the influence of two groups of factors. On the one hand, natural conditions, the development of transport and other means of communication, the location of the main sales markets contribute to the accumulation of enterprise resources in the production of a limited number of products. On the other hand, factors such as the seasonality of agricultural production, the need for more complete use of resources and the disposal of industrial waste have a deterrent effect on the specialization process. Operating in opposite directions, both groups of factors are very dynamic. The strength of their impact depends on the socio-economic conditions, the level of development of production technology, agricultural science and the relevance of its achievements, the acuteness of competition.

Natural conditions (climate, soil, relief, hydrology) are system-forming factors for agriculture. These factors are poorly dynamic, more conservative than economic ones, and some of them are not amenable to human control. Natural conditions, their diversity and degree of use serve as the natural basis for structural changes in agricultural production and the agro-industrial complex as a whole. The main reason for this is the presence in agriculture not only of social, but also of natural labor productivity. "The productivity of agricultural labor is linked to natural conditions, and, depending on the productivity of the latter, the same amount of labor can be represented in a greater or lesser amount of products, use values." Due to this, natural and climatic conditions, which are characterized by great diversity and can vary even within the same zone and region, affect the quantity of agricultural products produced and the specialization of production. The great differentiation of natural, economic and social factors predetermined the territorial division of labor into a sectoral structure and specialization in each district [5]. Therefore, each set of natural conditions must meet a certain specialization,

in which the features of soils, relief, climate, etc. are best used. In other words, the specialization of agricultural production is intended to ensure more rational use of the bioclimatic potential of each region of the country on the basis of the preferential placement of crops and industries in more favorable conditions for them [6,7].

There are a number of other factors that have a direct impact on the specialization of agriculture. They are divided into two groups according to the nature of the action [8,9].

Under the influence of some factors, specialization develops in the direction of reducing the number of branches, under the influence of others becomes economically expedient to expand the range of industries to a certain limit. The latter also applies to such factors as regulated placement of agricultural products. Factors influencing the deepening of specialization include the state of transport links and the level of development of transport, which should ensure transportation of agricultural products to places of consumption and processing, and industrial goods - to the countryside.

With the development of transport and the construction of new routes of communication, it may turn out that certain types of products, which are currently considered to be low-transportable and perishable, are more expedient to produce not closer to consumption points, but in areas with the lowest production costs. In this regard the role of suburban farms will change.

Already now, for example, milk processing plants have been created, thanks to which it is possible to store this perishable product for several months, which allows transporting milk to regions remote from the production sites. At present, the growth of refrigerated transport has increased the importance of specialization of the southern regions in the production of vegetables and fruits, especially for off-season consumption in the northern part of the country.

Further deepening of the specialization of agricultural production will inevitably cause an expansion of interregional exchange of agricultural products, an increase in the volume and range of transported products. This requires significant transportation, the development of specialized rail and road transport, as well as warehousing, refrigeration and packaging. But the weak development of these types of transport and storage of goods at the present time, as well as the more acute problem of self-sufficiency of regions with food products, for the production of which there are

favorable natural and economic conditions, restrain further deepening of the specialization of regional agriculture.

The means to better meet the needs of the country's population in food products and light industry products from agricultural raw materials on the basis of the dynamic proportional development of the agro industrial complex is the improvement of the location of agriculture across the territory or the territorial (zonal) allocation of labor in this sector.

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The complex of natural and climatic conditions plays a particularly important role in the location of production and processing of crop production. This is the primary branch of the agro industrial complex, in which natural resources (soil nutrients, water, light energy, atmospheric carbon dioxide) are directly converted into organic plant mass of agricultural products. Along with the specialization and concentration of production, the scientific and technological revolution fundamentally influences the natural conditions with the help of melioration and other means of intensification.

The transfer of a number of branches of agriculture on an industrial basis has a twofold impact on territorial specialization on the one hand, it facilitates the further concentration of certain industries in specialized zones (the creation of pig-breeding complexes in areas of cheap grain production, dairy complexes in the areas of butter production, agro-production).

On the other hand, the transfer of a number of industries to an industrial basis leads to a more even distribution of the production of certain types of low-transport products and brings them closer to places of consumption. An important factor of territorial specialization is the population movement related to the change in the location of the country's productive forces, to areas with limited food production capacities in terms of volume and range.

Territorial specialization is also influenced by zonal differences in the structure of food consumption, related to climatic conditions, national and domestic traditions. However, gradually they are equalized: in the northern regions there is a growing demand for products of southern heat-loving vegetable, melon

and fruit crops, grapes; in the south, the demand for meat, butter, cheese is increasing.

Along with the positive influence of scientific and technical process on the conditions of territorial specialization, in a number of cases its negative consequences also affect: environmental pollution, soil fertility decline, water and wind erosion, spread of pests and plant diseases as consequences of monoculture.

The market has a significant impact on the location and specialization of agriculture, using such levers of influence as supply and demand. Demand for products contributes to the development in certain regions of the Republic of Kazakhstan production of certain types of commodity products. Because of the lack of scientific bases for the development of agriculture, further deepening of specialization is proceeding slowly, does not meet the requirements of the market.

In the conditions of the market, the issues of effective sales of products are especially important, therefore F. Kotler recommends "Find requirements and satisfy them, produce what you can sell, instead of trying to sell what you can produce." This means that the enterprise must produce such quality products that will quickly find the consumer. The process of market specialization requires the use of new forms of marketing products in foreign markets.

The change in the specialization of agricultural production should take place taking into account the functioning of holding companies. Moreover, the struggle for the conquest of the commodity market in conditions of fierce competition forces economic entities to rationally use the forms of specialization. All this together makes the production of the holding type company quite competitive in the world market. At the same time, the specific condition of the republic is the basis for the formation of market specialization: the natural and climatic potential, the demographic situation, the mentality of the people and the structure of the economy of agricultural production.

An economically sound combination of several industries contributes:

- softening seasonality of production;
- more complete use of agricultural production resources;
- the uniform receipt during the year of production and money;
- increase in profits;
- acceleration of turnover of circulating assets [11].

Conclusions. Thus, the special feature of the specialization of agricultural production is that, unlike other spheres, they largely de-

pend on the natural conditions of a particular region. However, now, when the laws of a market economy operate, the state cannot push the development of some kind of culture or type of livestock in a particular zone, if this is not beneficial to primary producers.

The process of specializing in agriculture is being improved constantly and directly in the primary production units. The market has a significant impact on the location and specialization of agriculture, using such levers of influence as supply and demand.

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