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A. Zh. BukharbayevaKyzylorda State University named after Korkyt Ata, Kyzylorda
nurai0510@mail.ru**REGIONAL SPECIFICS AND DIRECTIONS
OF THE AGRICULTURAL PRODUCTS EXPORT
IN TERMS OF THE ECONOMIC INTEGRATION**

Abstract. This article reviews regional specifics of the economic integration performance and directions of the agricultural products export. It includes characteristics of distinguishing specifics of the regions, forms and types of economic integration, main principals and suggested measures on improving them in the regional aspect taking a certain rice planting region as an example.

Key words: economic integration, regional specifics, forms (stages), seasonal character, production and sales of the agricultural products, agricultural formation, rice companies, criteria and indicators of efficiency, methods and assessment of cost indicators, perishable products, stability of functioning, agrarian sphere, agro industrial production, bordering areas, organizational management mechanism of controlling sales of agricultural products.

Introduction

In the modern conditions it is critically to resolve an issue of food security in any country. On the one hand the full provision of some types of own agricultural products to population increases exporting possibilities of the country, but in this case a specialization of separate regions in respective kinds of agricultural products is required. That is why it is necessary to define strategic aims of the regions for increasing export potential and possibilities of regions as well as for the implementation of competitive advantages in one or another agricultural product.

For the agricultural industry in terms of market economy the most important problem is a sale of manufactured goods. This problem did not take place in the period of planned economy – as there were governmental orders and respective procurement orders permanently regulated by the government depending on the status of economic development. Without sale of agricultural products the agrarian sphere is “a kingdom of peasant relations”.

That is why the control of sales in agricultural industry becomes a topical issue in any region and impacts on financial condition of agricultural formations and return of funds into the budget. The forms and methods of control in the agricultural industry are defined by empiricism taking into account the external and internal reasons. To a large extent it is an organic combination of forecasts and the market itself.

Today the agricultural industry in the regions suffers difficulties as the control system itself was not totally adapted to the market. This situation of agricultural industry control system obstructs the ultimate goal that does not define optimization of the structure of food market not mentioning about price parity that affects on the structure of production. In this aspect one cannot refer only to disparity of prices, the deeper meaning is in an every-increasing difference between the purchase and the consumer or retail price.

At the same time the government’s control and financial support do not define priorities in development of one or another kind of agricultural product, vice versa it tends to complete subsidization without taking into account the scale of the industry and specifics of the spheres that do not motivate labor efficiency and strengthening of material and technical base of agricultural formations.

At the same time the financial capacity of agrarian goods manufacturers does not improve, and intermediaries get the highest incomes rather than agrarian goods manufacturers. It is the intermediaries

who get the maximum profit due to big variation between the purchase and retail prices. The first one grows slower than inflation, and the second one grows much faster. At the same time the legislative power by initiative of the government of Republic of Kazakhstan subsidizes the agricultural industry or has a certain interest in entering into an agreement between authorities.

In the regional aspect the government gives some rights to the local executive bodies which additionally finance various branches of the agrarian industry. Thus at times export commitments taken by authorities towards other countries are not performed. All this defines the necessity to take into account the requirements of regional peculiarities and direction of export of agricultural products in the terms of economic integration and globalization of national economics. Given this the subject of the article has an actual meaning and defines respective novelty of proposals on improving of reviewed problem at the regional level.

Scientific novelty.

This article offers different opinions on effectiveness of the agricultural industry, that, if taken into account, allow for increasing the export possibilities of the relevant regions. Along with that it is proposed to take into account the regional peculiarities and directions of exporting agricultural products in the terms of economic integration that may include the corresponding criteria such as organizational-management, organizational-household, organizational-technological, organizational-technical; specific; market. Besides, one of the key elements of the integrated development of the region is adherence to these criteria by business entities that may include such features as interpenetration and interlacement of national production processes; deep structural changes, taking place in economics of regions; necessity and purposefulness of control of integration processes in regions; formation of regional structures at the different levels.

Main part.

In terms of the market economy system, the key problem of agricultural products and consumption goods, produced in the agrarian sphere and in the processing spheres of agro industrial production, are food products, demand in depends on the economic, social, historical and physiological factors and mentality of population. Unlike industrial products, agrarian products are consumed almost daily, and manufacturing of production means has mostly seasonal character and depends on bio technical, physiological, agro technical and veterinary specifics of animals and types of plants. Eventually all of these set duration of the production cycle which in comparison with industrial production is mostly related to the calendar year. On the other hand, products of the agrarian sphere are considered as perishable products which additionally require production expenses for storage, processing, refining, transportation and sales increasing expenses of production of these products.

Another distinguishing peculiarity of the agrarian products is comparative homogeneity and standartization of the manufactured products, characterized with various properties including physical (durability, size and form); chemical (content of protein, gluten, fats, sugar, starch and etc.); biological (level of contamination with pests, disease, content of micro organisms, nitrates and etc.). Combination of these properties determines suitability of the products, possibility to satisfy the needs in accordance with the designation, characterizing various qualitative properties, distinguishing specifics from other types of similar products, demanding to consider technological specifics during processing, storing and transportation of the products of agro industrial production.

If speaking of regional specifics and sales of the agricultural products in terms of economic integration, it is necessary to note efficiency of the work performed in the region. In addition many researchers have studied the issues of efficiency of the agrarian production and sales, including representatives of the classic market economy.

Currently there are many concepts related to the sales of the agricultural products, and also methods and assessment of cost estimates of the financial economic indices of the company activity. So, P.Heine made stress on that “efficiency is the result of using the means to achieve the goals” [1].

In order to ensure the domestic consumer market and the export of agricultural products to foreign markets, the availability of cultivated areas and their rational and efficient use are of paramount importance, as can be seen from table 2.

Table 1 - Sown area of major crops in the Kyzylorda region
(thousand hectares)

Indicators	the years				
	2013	2014	2015	2016	2017
Total sown area	157,5	158,3	167,8	168,1	181,2
including: cereals	79,3	87,1	87,1	6,6	97,7
of them: rice	74,0	81,1	84,2	80,3	90,8
wheat	3,5	4,1	2,0	5,5	5,1
barley	0,1	0,6	0,1	0,2	0,4
oilseeds					
barley oilseeds	1,9	0,9	6,0	6,2	6,8
potatoes	7,8	5,5	4,2	4,3	4,4
vegetables	6,3	4,8	4,7	4,8	5,0
melons and gourds	8,4	7,6	6,5	7,2	7,3
feed crops	-	52,4	0,1	58,6	60,1
Welcome - Data of the department of statistics of Kyzylorda region					

The decrease in the sown areas of agricultural crops is influenced by, first, the lack of seed material, secondly, the lack of financial resources and agricultural equipment, thirdly, the lack of irrigation water in some years, fourthly, the inability to clean up Years of land that are overgrown with reeds and shrubs, fifthly, are not the development of a scientifically based strategy for the development of farms themselves for the long term. Some scientists believe that it is important to compare obtained results with the expenses made. At that the effect as per unit of cost shall be compared which is important during macroeconomic assessment of the conducted agrarian policy of the state on one or another types of agricultural crops.

However, many other researchers, particularly G.Emerson believes that even having enough natural resources, it is possible to lose national efficiency due to their irrational and non-efficient use, which characterizes limited resources used for production purposes [2].

By agreeing with arguments of these researchers, it is necessary to note that assessment of efficiency of activities on macro and micro level shall be reflected by means of uniform criteria and indicators of efficiency when in any case efficiency of the used resources and their feedback should be considered. According to some researchers, it is required to set up an effective organizational management mechanism of strategic partnership in the concept of marketing strategy when performing economic integration of the regions [3].

At present time, the key problematic issues are controlling the whole cycle of production process, which includes mutually related and mutually supported stages of supply, production and sales of the final agro industrial products [4].

One of the main indicators characterizing activity of rice agro-industrial complex is a gross product of crops, that is, we can see these figures in the table below:

Table 2 - Gross product of main crops of Kyzylorda region (tons)

Indicators	the years				
	2013	2014	2015	2016	2017
Cereals and legumes after processing	295180	323826,8	368637,1	404872,9	447545,3
Including:					
the rice	288683	316705,5	364025,3	393787	436743
The crayfish	1710	996,6	1344,9	4679,7	1654,8
Autumn Wheat	800	2550,1	824,3	3582,9	6112
cell	120	103,6	64	212,1	184,7
masculine cultures	750	591,8	5074,6	4223	4795,5
potatoes	124140	71786,7	56915,9	61069,1	60050,3
podsolnwx	310	151,7	129,2	183,1	311,6
owl	107970	70221,5	72902,8	80310,2	82686,4
Garden goods	155360	122721,1	116933,6	136180,9	136632
vinograd	190	142,9	280,9	299,8	302,1
Fruit and berry crops	1170	924,8	1632,2	1506,7	1506,9
Welcome - Data of the department of statistics of Kyzylorda region					

Nowadays, improvement of the efficiency of the agricultural products sales, including rice, becomes important for the Aral Sea rice planting areas and requires elaboration of relevant sales policies for operating agro formations of the region. Unfortunately, presently small and medium farms cannot successfully compete at the agrarian or other market due to high production expenses. Therefore, when setting up a strategy of further development of rice planting local executive authorities shall consider specifics of planting this crop and create priority for the large cooperative forms of planting, in order to improve efficiency of using existing resources and returns of the investments.

Experience shows that the most efficiently operating large rice planting companies in the agrarian industry are those which have large areas of rice seeding and rice crops rotation, and which can successfully invest financial current assets and successfully resolve social issues of the personnel. Meanwhile there are rice planting companies operating in the region which include rice planting agro formations, companies processing brown rice and selling white rice, also companies dealing with marketing only.

The largest rice planting companies dealing with the full cycle of cultivation, processing and sales of rice are: “Abzal & CO” LLP, “Arai Agro” LLP, “Dikhan” LLP, “Zhana Zhol” LLP, “RZA AGRO” LLP, “Zhagan Zher” LLP, and rice marketing companies are: “Baidala” LLP and others. Profitability of these rice planting companies and various medium and large agro formations inside these companies differs based on the level of economy management which reflects on stability of agro formation functioning and on the level of social economic development of the rural areas where they are located in.

Unfortunately, many rice planting small and medium companies are not able just to resolve sales functions, but also to timely finance the current capital, not even mentioning consolidation of the logistics base and timely performance of agro technical actions. At the same time it should be mentioned that there is a lack of qualified personnel, material and financial resources, high wear of the main production funds, low prices for products and many other problems which require improved control of activities of the rice planting objects.

Scientific researches of many authors as N.P.Alexandrov, A.I.Bodak, V.V.Grigoruk, R.O.Dzhibabov, G.M.Duisenbiev, A.S.narynbayev, K.L.Obolensky, V.A.Tikhonov, Y.V.Shumatbayev, M.I.Sigarev and others were dedicated to the matters of agrarian products marketing challenges. In their works these authors focus on formation and improvement of the system of the agricultural products marketing, market infrastructure, problems of improving the form of selling agricultural products. However the aspects of controlling sales activities of the agro formation reviewed by them are of local character and do not allow to provide for complexity and consistency of the approach how to resolve the problems of marketing control in the sphere of agro industrial production.

The efficiency of agricultural products marketing control in the regional aspect under conditions of severe competition determines optimization of all agro industrial production activities in order to gain and preserve the required segment or a niche of the agrarian market, to achieve superiority over competitors, including complex activities of the agro formations and rice planting companies.

In the regional aspect special mention should go to principles and methods of the agrarian products marketing which is a task-oriented process of production and supply of the ready product to the end user, including transportation, processing till commercial standards, storage, execution of contracts with consumers [2].

If speaking of the regional specifics and directions of the agricultural products export in terms of economic integration, we believe the following distinguishing features should be noted:

- organizational administrative
- organizational economic
- organizational technological
- organizational technical
- specific
- market.

“BRUMA.RU” encyclopedia gives the following definition of economic integration term: (integration, integratio translated from Latin means - restoration), i.e. it defines interrelation and mutual adjustability of the national agricultural economies of various countries leading to their gradual economic merging. At that economic integration can be national and international [5].

In the Online dictionary – Financial dictionary – this definition is described as the highest stage of international division of labor, process of development of deep and stable mutual relations of the groups of countries based on conducting or agreed international economy and policy. Whereby the economic integration includes merging of reproduction process, scientific cooperation, creation of close economic, scientific production and trade connections with their various forms. So the second suggested definition is the one which completely discloses the meaning of economic integration [6].

The financial dictionary gives the following definition of regressive integration: “acquisition of ownership or setting under strict control by the company of a system of own supply chain”.

The same financial ONLINE dictionary gives the following definition of this term: combination of several subsequent stages of production or marketing, arranged vertically in one company, while the last stage (for example baking bread) is being combined with the initial stage of production (for example flour milling process), i.e. integration is performed in chain order. At that the purpose is to reduce expenses and to ensure guaranteed supply of resources [7].

In the modern economic dictionary this term has the following definition: integration during marketing when company tries to bring under command and control its suppliers [8].

Comparing these definitions to the term of regressive integration, we can say that during economic integration it is required to apply all the peculiar elements and tools, not telling about variety of the integration itself under conditions of having benefits from them.

At the same time economic integration shall be reviewed at the level of economy of the countries and between companies, firms and corporations. While economic integration appears both in expansion and deepening of the production technical connections, in joint usage of resources, combination of assets, setting favorable conditions for each other to perform economic activities, and elimination of mutual barriers.

Under world globalization, economic integration has its positive and negative sides, considerably affecting development of regions inside any given country and identifying possibilities of regions to expand the markets and attract various external resources, not speaking of international separation of labor, demographic situation and development of the national economy.

These days when Kazakhstan has established open national economy, created favorable conditions for agro industrial production in order to integrate with the world community, which requires to consider regional specifics in terms of the self management and self financing, making it possible to improve the common national effect based on observance of the international norms and rules adopted by participants of the integration process.

When performing economic integration it is important to follow the forms (stages), which include the preferential zone, zone of free trade, customs union, Eurasian Economic Union, common market, Shanghai Cooperation Organization, Work Trade Organization, full integration. Relatively forms (stages) of the economic integration require from the agricultural production objects of the regions to follow regulatory legal acts adopted by these international organizations, also rules of trade in effect in any given country. Also, nowadays internal integrations in the national economy of Kazakhstan, as well as between CIS countries, get widely spread. In particular, in recent years external integration between regions was developed in Kazakhstan and neighboring Russian Federation, when the neighboring oblasts of these sovereign countries perform economic integration. An example of such economic integration is integration of North Kazakhstani and East Kazakhstani Oblasts, also West Kazakhstani and Aktobe Oblasts with neighboring Omsk, Tomsk and Kemerov, Orenburg Oblasts of the Russian federation. Such practice allows to expand and deepen production technical links, to mutually use resources, to combine assets and successfully keep trading operations based on the favorable conditions by eliminating mutual barriers.

While economic integration may impact on not only certain regions or countries, but also on low-level production structures as firms, companies, corporations and agro formations of various agricultural spheres. In this term we believe it is required to perform economic integration between regions of the neighboring countries more deeply considering specialization of these regions. For example the main rice planting region of Kazakhstan, Kyzylorda oblast, may successfully perform economic integration with rice planting region of Krasnodar area of Russian Federation. Such practice will allow to widely apply mutual possibilities of these regions, more efficiently use production potentials of the agro formations, and implement advanced technologies and units in the sphere of rice planting of Kazakhstan. Today Kyzylorda oblast purchases rice seeds in Krasnodar region of RF. Similarly it is required to expand economic integration of the region with the rice planting regions of the neighboring Republic of Uzbekistan which will allow to improve production possibilities for agro formations and scientific institutions in implementing advanced experience in producing rice.

One of the main terms of integration development in the region is observance of the attributes by business structures, which may include:

- interpenetration and interlacing of the national production processes;
- deep structural changes which take place in the economy of the regions;
- requirement of regulation of the integration processes;
- establishment of the regional structures at various levels.

Implementation of economic integration processes in the agro formations and business structures of the region is possible in case if developed marketing infrastructure is established, such as communications, transport, motor and railway roads and others. In Kazakhstan under conditions of development of the local self control and self provision of the regions there was a political and economic base set, but it is required to strengthen the legislation of this area, to accept state programs, to develop relevant tools of regional economic policy.

Development of the market relations in terms of world economy globalization requires, first of all, development of interregional market and informational space in regions. Secondly, spatial dispersion of the elements of production forces requires expansion of the production, trade and other relations. Thirdly, consolidation of the state support in the sphere of irrigated agriculture requires improved efficiency of using land and other production and material resources. Fourthly, it is required to conduct agreed interregional structural, investment, social, external economic, financial loan, ecological and scientific technical policy which will consider specifics of the development of regions, diversification of the production to provide for stable development of agro industrial production and solution of the production safety in the country and certain world geographic regions. At that development of the national economy of Kazakhstan at present stage shows that despite of world economic and political crisis, the country has concentrated the required capital which needs rational and careful use by joint efforts of the regional authorities and business structures. Overall this will assist in improving the economy, the welfare of population and strengthening the competition in the world market.

If we say about economic integration, we should not forget about regressive integration which is specific for the marketing sphere; it allows the business structures to bring under their command and control its suppliers, or it is specific to the economic freedom of the market relations. Nowadays with wide propagation of corruption and confederacy, which is typical for the market economy, it is required to strengthen management and control functions in various operations not only while selling agro industrial products, but also during establishment of the production process itself.

Differences and directions of the agricultural products export in terms of economic integration are also represented by markets. Meanwhile the agro industrial products of rural producers can be sold in five types of markets: consumption, industrial, market of intermediate sellers, market of state institutions (market of social products) and international. As agrarian production has features of free competition market, they are characterized with multi-industrial character, spatial territorial dispersion and variety of the supplied products, which clearly reflects oligopolistic and in some cases monopolistic markets of the first and third spheres of the agro industrial complex.

Researches show that currently the marketing management in the regional scale is the weakest chain of the agro industrial companies which causes large losses of products and profits. The problem is imperfectness of the pricing process, poor infrastructure, lack of required information about state of the market, weak state private partnership, non-compliance of information on prices of the state statistics bodies and others.

At the same time the rice planting region of Kyzylorda oblast has large opportunities to increase sales of agro industrial products, as actions taken by the state on development of the infrastructure opened large opportunities for transportation of the products on vehicles into various regions of the country. Also convenient location of the Aral Sea Region in Kazakhstan with railway transport should be noted as it improves export capabilities of the region. In this aspect on the regional level it is required, first of all, to focus the agricultural production on demands of consumers, to enhance the tactics and to determine the marketing strategy by means of state regulation of this sphere; secondly, to ensure consistent and complex approach to the process of production and sales issues resolution, to consider them taking into account their interrelation, interdependence and interconditionality; thirdly, to expand the list and range of agricultural products subject to specific demand of the world market; fourthly, to conduct diversification of the agrarian production of the region by following the agriculture management, to identify export oriented branches of the agrarian production; fifth to improve efficiency of using watering tillage by rational usage of the technically prepared lands; sixth, to optimize the structure of cropping areas and to ensure specialization of rural territories on inter-oblast division of labor; seventh, to apply principles and forms of economic cooperation at national level and at the level of external economic activity of the country based on scientific forecasted developments; eighth, to provide for monitoring and assessment of achievement of final results, to control fulfillment of the management decisions made.

Distinctive characteristics of the most agricultural goods and food products, also goods made of agrarian products, are they are perishable products which require following some certain consumption and technological specifics of their storage, in the process of sales and export operations, including the agricultural products. In this aspect even grain crops and seeding material shall be stored in accordance with the physiological and technological specifics, sometimes treatment of agricultural crops must be done, including storage premises, also certification and standardization of the products designated for sales inside the country and outside of its borders must be performed.

Perishable products that need industrial processing shall be supplied to the next distribution channel as per earlier concluded contracts. At the same time in case of selling transportable agricultural products of longer storage, options and possibilities of choosing the channels and periods of sales from producers of goods are wider. For the seasonal products it is required to choose more profitable periods of sales if agro formations and sales companies have access to the grain depots and refrigerators for storing relevant types of products [9,10].

In this aspect, there is being conducted fruitful and purposeful work in the Aral Sea rice planting region, which allows to expand possibilities of selling produced agricultural products. Along with it, management of the oblast supports socially vulnerable layers of population providing them with the primary products and processed agricultural products.

“Baikonur” SPK does a good work on achievement of the strategic goals, set by local executive authorities, it has a network of storages for agricultural products, concludes contracts with other regions of Kazakhstan to supply potatoes, vegetables and flour.

When considering regional specifics and orientation of specialization of the export of agricultural products in terms of economic integration, properly developed marketing strategy of the region becomes important, as well as the strategy of the agro industrial production objects. Marketing strategy shall set marketing goals, comparing them to opportunities of the region and of the agrarian formations and companies on selling products produced in the agrarian sphere. Based on the market researches, competitors, requirements of the potential consumers, perspectives of selling various types goods were identified, demands were predicted, and the most probable sale prices were estimated for each type of

product, a commodity balance of the region has been planned on an annual basis as well as for certain large agro formations and companies on selling goods produced from agrarian products.

Special attention in the process of marketing research shall be given to the analysis of intensity of the competition in any certain market. At the same time the most serious competitors at the regional market shall be identified in order to study agro formations and companies which sell agrarian products. Also focus will be placed on assessment of strengths and weaknesses, threats and risks, potential possibilities for the region and agro industrial producers.

For the purposes of agro industrial products sales control in terms of economic integration at regional level, it is required to distinguish political, economic, ecological and social aspects.

Political aspects of agricultural products and processed agricultural products sales control include products safety assurance, supply of high quality food to population, strengthening of self-sustainability of the region, improving export potentials, reducing the risk of emergency situations of internal and external nature and ensuring stable prices in regions.

Table 3 - Exports of the Republic of Kazakhstan rice

Indicators	the years									
	2013		2014		2015		2016		2017	
	thous. ton	thous. USD								
Rice, ton	529,2	20,5	51,8	21,3	63,3	30,06	65,6	16	98,6	21,9
CIS countries	52,8	20,5	51,9	21,3	63,3	30,05	64,5	16	91,3	19
Kyrgyzstan	12,53	4,5	9,9	4,04	7,5	2,5	2,07	0,6	1,2	0,2
Tajikistan	10,4	4,9	15,9	7,9	12,02	5,3	31,1	8,5	24,8	6,02
Russia	21,3	5,4	21,4	6,2	17,3	5,1	23,2	4,2	47,3	7
Azerbaijan	0,51	0,2			0,3	0,2	0,4	0,006	2,2	1
Turkmenistan	7,7	5,4	1,08	0,8	2,9	1,7	3	1,5	2,6	1,4
Ukraine	0,3	0,1	0,2	0,07	-	-	4	0,7	13	3,3
Uzbekistan			3,4	2,4	23,2	14,9	1,4	0,2	0,2	0,1
The rest of the world	0,13	0,004	-	-	0,02	0,007	0,6	0,2	7,2	2,9
Turkey	0,11	0,003	-	-	-	-	-	-		
Mongolia	0,03	0,004	-	-	0,02	0,007	0,2	0,1	2,6	1,6
Afghanistan	-	-	-	-	-	-	0,4	0,05	4,6	1,3
Republic of Iraq Ирак									0,04	0,01

Welcome - the table was compiled by the author according to the statistics for the pk

Economic aspects of agro industrial products sales control in the regional scale comprise of ensuring growth of agricultural production and quality improvement, ensuring sustainable operation of agro industrial producers, improvement of pricing, tax, loan, insurance and customs tariff policy, development of the agrarian market infrastructure, update and improvement of the logistics base of the agro formations.

Ecological aspects of agro industrial products sales control in the regional scale include environmental safety assurance for agrarian products, improvement of physiological, technological and consumption values, refusal from production of transgenic crops and gene modified products, reduction of soil and water resources contamination with various herbicides, pesticides, salts of heavy metals, industrial wastes and etc.

Social aspects of agro industrial products sales control in the regional scale consist of development of rural and suburban territories, improvement of life level and life activity of the population, preserving the culture of nutrition and healthcare of nation, improving motivation of labor and reduction of the level of outflow of the rural population, allocation of the human resources in the rural areas, reducing the level of poverty of population, especially in the rural territories.

Hence in the process of agricultural products export in terms of economic integration of regions, it is required to follow systemic and complex principles of agricultural products sales control, and this works

for all agricultural producers, when they employ relevant ways of execution and adoption of timely management solutions based on the commonly accepted project management method.

According to the Oblast Agricultural Department, at present time the Kyzylorda Oblast rice planting areas incorporate 240 th. hectares of irrigated land with 168,7 th. hectares of agricultural crops planted. This year 78,4 th. hectares of rice were planting, which by 2,1 th. hectares more than in 2015. The current year in Oblast crop rotation areas amount to 180 th. hectares, which is by 10 th. hectares more than in previous year. All these efforts make it possible to successfully fulfill the state program on enhancement of irrigated land us, and also to intensify export capabilities of the Oblast. Moreover, based on the state program “Agriculture Development Road Map 2020”, there are works in the progress on construction and reconstruction of water supply facilities to rural areas, it is planned to build a water storage facility in Zhanakorgan Rayon and to revamp water dividing ridges in Karauzyak. Nowadays such countries as China, Iran, European Union countries, Russian Federation demonstrate their high interest to Kazakhstani agricultural products. Also Germany, Denmark, Holland, Belgium and Austria are interested in fish coming from the Aral Sea, which requires certification of the fish products and acceptance of the Eurocode. For these purposes, modern fish products storages with 750 tons capacity were built in Aral Rayon this year. Another positive event is an example of businessman Amanbai Erkhatorov, who started operation of a fishery plant with 1500 tons per year capacity in Dimitrovgrad city of Uliyanovsk oblast of Russian Federation, which demonstrates great opportunities of Kyzylorda oblast in resolving economic integration goals.

At the same time, setting favorable taxation and other conditions for foreign investors enables to expand boundaries of economic integration not only in the area of agrarian production, but also in such areas as logistics, agricultural products processing, scientific support and etc.

The introduction of EU countries’ experience is quite important for the development of agricultural industry in the whole in Kazakhstan and in its regions. In particular, since 2011 Germany has been focusing on Kazakhstan striving to propose new pilot projects in the field of agriculture. A positive example of development of these friendly relations is dry shubat and kumys, produced in Germany, which increase export possibilities of these products from Kazakhstan. At this the majority of regions in the country have potential possibilities of increasing livestock of horses and camels.

Along with it according to the Ministry of Agriculture of the Republic of Kazakhstan the representatives of the Federal Institute on consumer protection and food security «LAVES» provided their own system of veterinary check as well as recommendations on improving the system of veterinary control of Kazakhstan. Particularly, a German project on identification of animals was presented to Kazakhstani experts in the field of veterinary security [11, 12].

The establishment of the wholesale and distribution network basing on the example from foreign countries of the European Union will help to stimulate the business activities of the agricultural producers, to reduce product loses and will satisfy internal needs in food products. The development of agricultural complex in the context of providing food security is considered as one of the priorities of the state social and economical policy. At present this problem has become more urgent due to the introduction of import bans on certain type of agricultural products due to political decisions, customs, tax, veterinary and other conditions.

The experience of neighboring Russian Federation is worth of noticing, this country focuses on agricultural products sale. Thus, in December 2014 the Government of Russia approved the State Program of development of agricultural industry and control of markets of agricultural products, raw materials and food products for 2013-2020. As the result, 93 billion rubles will be allocated under the subprogram “Development of wholesale and distribution centers and infrastructure of social feeding system”, and in 2015 more than 2,4 billion rubles were spent for these purposes, and in Y2016 году - 10,3 billion roubles. The main purpose of this program is to ensure the sale of agricultural products, to enhance its marketable value by means of creation of conditions for its seasonal storage and conditioning. Meanwhile the share in turnover of wholesale and distribution centers and production logistic centers realized through the state and municipal order including for rendering internal food aid to population is set at 20%.

The positive example of development of the food and food-processing export potential in Kazakhstan is Kostanay confectionery factory “Bayan Sulu” JSC which implements high-priority projects and exports ready products to different countries: such as Russia, Uzbekistan, Azerbaijan, Kyrgyzstan, Germany, China and etc.

The investments from the European Union countries: including Germany, France, Israel; Southeast Asia countries: such as Japan, South Korea; and Asian countries: as Iran and others, will contribute to the development of agricultural industry in the regions of Kazakhstan. In this aspect the production of new sorts of agricultural crops, the development of the field of agricultural machine building etc. should be noted. With vast crop areas, Kazakhstan is able to successfully develop all fields of technical service of agricultural machine building. For instance, nowadays, Iran, China and other countries of the Middle East and Southeast Asia increase import of grain crops including rice from one year to another. That is why in the regional aspect it is required to vary assortment of produced agricultural products, to strengthen material and technical base of agricultural formations.

Conclusion:

Kazakhstan as an agricultural and industrial country has huge possibilities for integration into the world market, however this requires to conduct a task-oriented and efficient agricultural policy aimed at development of regions by means of applying the system of management of agricultural industry. In this aspect it is required to attract new German projects oriented on intensification of agricultural industry. Through a broader lens to use a positive experience of Israel, EU countries as Holland, Sweden and others. The positive thing is the development of big production in Sweden which allows to use large crop areas of the north regions of Kazakhstan more efficiently on the basis of cooperation of the agricultural formations. As well it is required to fulfill diversification of agricultural industry taking into account requirements of the world market. Today, notwithstanding the high financial support from the government, Kazakhstan is dependant in sugar needs from the world market, covering own needs only by 11%. The same situation is observed in relation to milk and dairy products. That is why it is required to develop a cattle breeding taking into account pedigree peculiarities by means of attracting investments and projects from Holland, Germany, Russia and other countries.

Positive examples of the agricultural development, in particular in rural areas, include the experience of rural development in Germany and other countries of the European Union. In order to develop the agricultural machine building sector it is required to integrate this sector with the German agricultural machine building experience in some regions of our country. For instance, the Kazakhstani professionals speak positively about the German harvester “Case”, which is successfully used in some rice-sowing farms of Kyzylorda oblast. The establishment of subsidiaries in this region will enable expanding the sale market of German companies in the Central Asia that accommodates vast agricultural areas.

The construction of the “West Europe-West China” Highway has made it possible to bring close together the integration possibilities of the European Union countries and Kazakhstan, using logistics and other tools of the market mechanism of economy management, expanding sale markets of agrarian products.

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**ЭКОНОМИКАЛЫҚ ИНТЕГРАЦИЯ ЖАҒДАЙЫНДА АУЫЛШАРУАШЫЛЫҒЫ ӨНІМДЕРІ
ЭКСПОРТЫНЫҢ АЙМАҚТЫҚ ЕРЕКШЕЛІКТЕРІ МЕН БАҒЫТТАРЫ**

Аннотация: Мақалада экономикалық интеграцияны жүзеге асырудың аймақтық ерекшеліктері және ауыл шаруашылығы өнімдерінің экспорттық бағыттары қарастырылады. Аймақтардың айрықша ерекшеліктері, экономикалық интеграцияның нысандары мен түрлері, негізгі ережелері және оларды аймақтық тұрғыда жақсарту жөніндегі шаралар күріш өсірудің нақты аймағының мысалында берілген.

Түйін сөздер: экономикалық интеграция, аймақтық сипаттамалар, нысандар (сатылар), маусымдық табиғат, ауылшаруашылық өнімдерін өндіру және маркетинг, агроформациялар, күріштік компаниялар, критерийлер мен көрсеткіштер, құндылық көрсеткіштері, тез бұзылатын өнімдер, операциялық тұрақтылық, аграрлық сала, агроөнеркәсіп өндірісі ауылшаруашылық өнімдерін сатуды басқарудың ұйымдастырушылық және басқару тетіктері.

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РЕГИОНАЛЬНЫЕ ОСОБЕННОСТИ И НАПРАВЛЕНИЯ ЭКСПОРТА СЕЛЬСКОХОЗЯЙСТВЕННОЙ ПРОДУКЦИИ В УСЛОВИЯХ ЭКОНОМИЧЕСКОЙ ИНТЕГРАЦИИ

Аннотация: В статье рассматриваются региональные особенности при осуществлении экономической интеграции и направления экспорта сельскохозяйственной продукции. Приводятся характеристики признаки отличительных особенностей регионов, формы и типы экономической интеграции, основные положения и предлагаются меры по улучшению их в региональном аспекте на примере конкретного региона рисосеяния.

Ключевые слова: экономическая интеграция, региональные особенности, формы (стадии), сезонный характер, производство и сбыт сельскохозяйственной продукции, агроформирования, рисоводческие компании, критерии и показатели эффективности, методы и оценка стоимостных показателей, скоропортящиеся продукты, устойчивость функционирования, аграрная сфера, агропромышленное производство, приграничные области, организационно-управленческий механизм управления сбыта сельскохозяйственной продукции.

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