

ISSN 2518-1483 (Online),
ISSN 2224-5227 (Print)

2019 • 3

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ
БАЯНДАМАЛАРЫ

ДОКЛАДЫ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН

REPORTS

OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

PUBLISHED SINCE 1944



ALMATY, NAS RK

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ISSN 2518-1483 (Online),

ISSN 2224-5227 (Print)

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» Республикалық қоғамдық бірлестігі (Алматы қ.)
Қазақстан республикасының Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде 01.06.2006 ж.
берілген №5540-Ж мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 500 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., 220, тел.: 272-13-19, 272-13-18,
<http://reports-science.kz/index.php/en/archive>

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Типографияның мекенжайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

Главный редактор
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Доклады Национальной академии наук Республики Казахстан»

ISSN 2518-1483 (Online),

ISSN 2224-5227 (Print)

Собственник: Республиканское общественное объединение «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов Министерства культуры и информации Республики Казахстан №5540-Ж, выданное 01.06.2006 г.

Периодичность: 6 раз в год.

Тираж: 500 экземпляров

Адрес редакции: 050010, г.Алматы, ул.Шевченко, 28, ком.218-220, тел. 272-13-19, 272-13-18

<http://reports-science.kz/index.php/en/archive>

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Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of Information and Archives of the Ministry of Culture and Information of the Republic of Kazakhstan N 5540-Ж, issued 01.06.2006

Periodicity: 6 times a year

Circulation: 500 copies

Editorial address: 28, Shevchenko str., of 219-220, Almaty, 050010, tel. 272-13-19, 272-13-18,

<http://reports-science.kz/index.php/en/archive>

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MARKET MANAGEMENT OF LIVESTOCK PRODUCTS ON THE EXAMPLE OF RK (ON THE EXAMPLE OF EKO)

Abstract. Livestock makes an important contribution to the food supply in rural and urban areas and promotes family nutrition by providing animals with protein. As household income grows, protein intake, mainly of animal origin, increases, which makes it possible to replace vegetable protein with animals. In addition to milk, eggs and meat used as a source of food, other livestock products, such as hides, skins and horns, are used for home consumption and local sale.

Livestock is closely related to crop production. The use of livestock and manure offal is important in crop production. Livestock is a source of energy that provides animal cravings, while manure improves soil structure and fertility, and retains moisture. Both uses are environmentally friendly, improving the circulation of energy and nutrients.

Keywords: management, market, agriculture, agriculture, economics, modernization, technology.

Livestock plays a very important economic and socio-cultural role for the well-being of rural households, such as food supply, source of income, asset preservation, source of employment, soil fertility, livelihoods, transportation, thirst for agriculture, agricultural diversification and sustainable farming.

2018 was a turning point in livestock production in Kazakhstan: it was possible to find new markets for meat products. Relevant international memorandums and cooperation agreements were signed and supported by financial means. From now on, Kazakhstani beef will be served at tables in Asia, Europe, the USA and China.

However, the East Kazakhstan livestock breeders were not ready to export beef in such volumes that foreign partners offered.

“Wholesale companies came to the Kazakhstan market, which are ready to sign contracts for the supply of at least 10 thousand tons of cattle meat to them. In order to fulfill this condition of the contract, our livestock farms would have to put half of all the available livestock under the knife. What is unacceptable. In other words, there is not enough cattle in the East Kazakhstan region to work for export with foreign firms,” the head of the department of agricultural manufacturers of Semey region outlined the problem on January 30 during a seminar-meeting on the implementation of the concept of the regional agribusiness development program until 2022. Agriculture EKR

According to Askar Zhakupbayev, despite subsidies and concessional lending, breeders did not rush to increase herds of cattle. For the period from 2012 to 2017, the annual growth of the cattle population in the East Kazakhstan region did not exceed 5-6%. Over five years, only 4,600 cattle were brought to the region. For comparison, only in a few months of 2018, when it was decided to intensively increase the number of cattle breeds, 3,200 heads were imported to Eastern Kazakhstan from Europe and Russia, 1,500 of which are still in Russia - undergoing quarantine.

The development of a special program to increase the livestock of pedigree cattle was needed in the East of Kazakhstan in order to create conditions for the regular supply of meat for export. While East Kazakhstan livestock breeders are not ready to sign contracts for the export of meat, even for a minimum amount of 10 thousand tons of beef per year....

For the period from 2012 to 2017, the annual growth of the cattle population in the East Kazakhstan region did not exceed 5-6%. Over five years, only 4,600 cattle were brought to the region. For comparison, only in a few months of 2018, when it was decided to intensively increase the number of cattle breeds, 3,200 heads were imported to Eastern Kazakhstan from Europe and Russia, 1,500 of which are still in Russia - undergoing quarantine

Family livestock farms will take an active part in the implementation of the regional program. Thus, with the plan for the importation of 1,100 cattle for 2019, as early as January, applications for the acquisition of 1,154 heads of purebred, pedigree and pedigree cattle were collected.

In order not to repeat the mistakes of previous years, it was decided to subordinate the work of all farms engaged in cattle breeding to a clearly developed plan for increasing the number of animals.

Table 1 - Production of livestock products by agricultural enterprises

Livestock products	agricultural enterprises		
	2018 y.	2017 y.	2018 y. in % to 2017 y.
Slaughtered on the farm or sold for the slaughter of all types of livestock and poultry in slaughter weight, tons	48 151,1	45 614,9	105,6
including cattle	1 524,6	1 051,5	145,0
sheeps	225,6	229,7	98,2
goats	0,8	4,5	17,9
pigs	715,4	507,3	141,0
horses	146,5	98,0	149,4
bird	45 518,8	43 707,8	104,1
camels	3,7	6,8	55,3
deer	1,4	1,3	103,8
other animals	14,3	9,4	152,4

Livestock production in the East Kazakhstan region increased by growing farms by 49.4%, cattle by 45% and pigs by 41%.

Table 2 - Production of livestock products by individual entrepreneurs and peasant or farms

Livestock products	individual entrepreneurs and peasant or farm enterprises		
	2018 y.	2017 y.	2018 y. in % to 2017 y.
Slaughtered on the farm or sold for the slaughter of all types of livestock and poultry in carcass weight, tons	50 116,8	46 748,0	107,2
including cattle	24 582,8	21 920,8	112,1
sheeps	10 651,6	12 676,3	84,0
goats	991,0	1 081,4	91,6
pigs	1 675,7	1 762,5	95,1
horses	12 174,3	9 284,2	131,1
bird	18,8	10,1	186,8
camels	17,6	12,1	145,1
deer	5,0	18,6	27,0
other animals	-	0,5	-

The largest increase in livestock production, represented by individual entrepreneurs and peasant or farm enterprises, was 86.8% poultry meat, then camels 45.1%, and horsemeat 31.1% followed in the top three-product growth.

Table 3 - Production of livestock products of households

Livestock products	households		
	2018 y.	2017 y.	2018 y. in % to 2017 y.
Slaughtered on the farm or sold for the slaughter of all types of livestock and poultry in slaughter weight, tons	68 259,7	67 327,6	101,4
including cattle	42 570,8	40 975,7	103,9
sheeps	9 596,5	10 707,3	89,6
goats	1 978,4	2 280,1	86,8
pigs	3 455,5	3 657,4	94,5
horses	9 562,7	8 613,8	111,0
bird	1 059,3	1 073,2	98,7
camels	1,9	0,2	9 times
deer	-	-	-
other animals	34,7	20,0	173,7

Livestock production of households has a clear leader in the production of camels, as the increase was 9 times higher, the growth of horses was 11% and the number of cattle was 3.9%.

However, who exactly brings the greatest contribution to the production of livestock products, we find out in Figure 2.

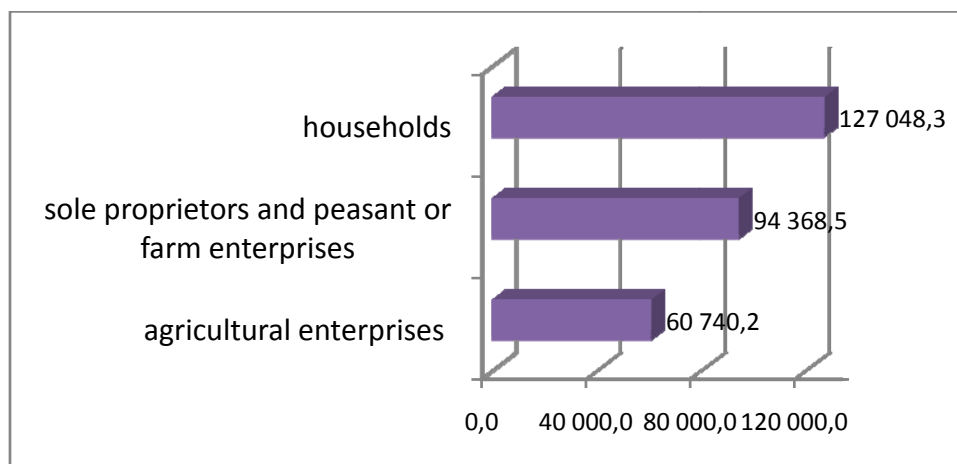


Figure 2 - Production of livestock products in WKOZ 2018

Livestock production mainly falls on households, which is not very effective and has been proven by countries leading in the development of livestock products.

With all the growth dynamics, there are problems:

Small-scale production, the concentration of livestock production in personal subsidiary farms;

Insufficiently developed production infrastructure;

Low availability of credit resources of small entities, lack of fixed and current assets of the majority of agricultural producers;

Incomplete utilization of the production capacities of processing enterprises and reduction in sales of products due to the availability of similar imported products on the market at low prices;

Insufficient level of technical equipment of the machine-tractor park;

Weak introduction of new advanced technologies in production;

Outflow of the rural population, including qualified personnel to the city, lack of qualified personnel in the village.

It is necessary to improve the organization and management of agricultural production, because the success of our efforts largely depends on the correct solution of this problem. Scientific character, the ability to correctly determine the prospect and sequence of tasks to be performed, the focus on increasing the achievements of science and technology on best practices, flexibility, the ability to quickly and

accurately respond to changing conditions - this is the essence of modern management requirements. Livestock is an extensive and complex industry, where the main means of production are animals and birds that are not directly associated with the land. Livestock products can be produced in enterprises where the land serves as a territorial base for the livestock complex.

Now the central players in the region's market will become large feeding grounds, where they will grow not only their own breeding bulls, but also animals of smaller peasant farms. Already in 2019, the first feeding platform with a production capacity of 1000 heads in the Semey region will be built in the Irtysh rural district based on the Nur farm. The project, worth 185 million tenge, will be implemented at the expense of own and borrowed funds.

In 2021, it is planned to build two more feed platforms in the region: on the basis of the farm "Barshatas" for 1000 heads and LLP "Agrofirm" "Prirechnoye" for 1500 heads. The cost of projects is estimated at 150 million tenge each. To build fattening farms intend to own funds.

The advantages of centralized delivery of livestock to the region are that heads of small farms do not need to spend time and money on trips abroad in order to conclude a deal to acquire livestock. The animals will be delivered to the region, where he will undergo compulsory quarantine and will grow on plots or on pastures of peasant farms.

"Small farms make no sense to buy expensive pedigree cattle. It is more profitable to buy mongrel breeding stock at a price of 170 to 250 thousand tenge per head and rent it free for several months from the feed platform of the manufacturing bull. In addition, already for the received offspring, which will fall into the category of pedigree cattle, receive from the state subsidies for 25% of the value of the animal.

If in 2018 the livestock of pedigree cattle in the East Kazakhstan region was 7,600 animals, then by 2022 its number is planned to be increased to 14,600 heads, both due to the development of small and medium-sized peasant farms, and due to the import of breed cattle...

For the implementation of the program will need funds. Moreover, the state is ready to provide long-term and cheap loans to animal breeders of the East Kazakhstan region in various programs and areas. In 2018, 31 financial organizations of the East Kazakhstan region were identified, which will work on loans aimed at the development of agriculture in the region. The state is ready to subsidize up to 10% of the loan rate for the replenishment of fixed assets and up to 5% for the replenishment of working capital. The loan term is up to 15 years when purchasing cattle and up to 10 years is MRC.

In addition, in East Kazakhstan region, the amount of subsidized interest rates on loans was increased from 1.5 billion tenge in 2018 to 3.2 billion in 2019. In beef cattle breeding in 2019, subsidies will be paid in 4 main areas: breeding work, purchasing breeding bulls and breeding stock of domestic and foreign breeding, putting gobies to feedlots and feeding livestock.

An important reserve for reducing the cost of meat entering the consumer market is the creation of an efficient distribution system. Where the sale of meat will be carried out either through organized dealers or directly to the distribution network. This will provide an opportunity to reduce distribution costs by 25-30%, and hence the consumer price for meat.

Stable growth in the supply of cheap meat in Kazakhstan is also possible due to an increase in the production of lamb, as well as beef received from beef cattle. After all, transhumance livestock has always had an advantage over the stall.

Pig farming is one of the most dynamic branches of animal husbandry. Almost half of the world livestock of pigs is in Asia, primarily in China, the world's largest producer and consumer of this meat. Whereas in Muslim countries, pig breeding is practically absent for religious reasons. In the global pork production market, China is the driving force.

The average annual production, trade and consumption of poultry meat in the world is growing rapidly. The largest share in the volume of world production accounts for broiler meat (about 63%). A number of factors determines the rapid growth of poultry meat production in the world: intensive production methods, centralization and vertical integration of industrial production, profitability, ever-growing consumer demand, etc. Poultry products are popular in all continents of the world, and religious or ritual barriers and meat do not prevent their consumption. Poultry is the most affordable among other meat products.

Now, to ensure the stability of the food market, a number of the following tasks come to the fore, requiring coordinated work of central and local bodies: First, it is the implementation of strict monitoring

of the situation in the domestic food market, prevention of price speculation or illegal export, which is extremely important in conditions of instability neighboring markets. Secondly, this is the completion of the purchase of the planned volumes of grain and forage into stabilization and fodder funds, compliance with the terms of the signed memorandums to maintain the stability of the prices of bread and bakery products. Thirdly, it is a set of measures for the successful wintering of livestock, the preservation of breeding stock, the provision of epizootic well-being and the safety of livestock products.

Livestock is an aspect of agricultural production. Agriculture is simply defined as the art and science of plant growing, animal husbandry and the production of fiber for human consumption. As a branch of agriculture, livestock is engaged in the production of domesticated animals, except domestic and game animals.

УДК 338.43:636.5

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УПРАВЛЕНИЕ РЫНКАМИ ЖИВОТНОВОДЧЕСКОЙ ПРОДУКЦИИ НА ПРИМЕРЕ РК (НА ПРИМЕРЕ ВКО)

Аннотация. Животноводство вносит важный вклад в обеспечение продовольствием сельских и городских районов и способствует питанию семьи, обеспечивая животных белком. По мере роста доходов домохозяйств увеличивается потребление белка, главным образом животного происхождения, что позволяет заменить растительный белок животным. Помимо молока, яиц и мяса, используемых в качестве источника пищи, для домашнего потребления и местной продажи используются другие продукты животноводства, такие как шкуры, шкуры и рога.

Животноводство тесно связано с растениеводством. Использование домашнего скота и навоза его субпродуктов имеет важное значение в растениеводстве. Животноводство является источником энергии, обеспечивающей тягу животных, в то время как навоз улучшает структуру почвы и плодородие, а также задерживает влагу. Оба вида использования являются экологически чистыми, улучшая круговорот энергии и питательных веществ.

Ключевые слова: управление, рынок, агропромышленный комплекс, сельское хозяйство, экономика, модернизация, технологии

УДК 338.43:636.5

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ҚР МЫСАЛДАҒЫ ӨМІРЛІК ӨНІМДЕРІН НАРЫҚТЫҚ БАСҚАРУ (ЭКО ҮЛГІСІ БОЙЫНША)

Аннотация. Мал шаруашылығы ауылдық және қалалық жерлерде азық-түлікпен қамтамасыз етуге маңызды үлес қосады және жануарларды ақуызбен қамтамасыз ету арқылы отбасылық тамақтануды дамытады. Үй шаруашылықтарының табысы өсетіндіктен, өсімдік ақуызын жануарлармен алмастыруға мүмкіндік беретін протеин тұтыну, негізінен жануардан көбейтіледі. Азық-түлік көзі ретінде пайдаланылатын сүт, жұмыртқа және етге қоса, тері, терілер және мүйіз сияқты басқа да мал шаруашылығы өнімдері үйде және жергілікті сатылымда қолданылады.

Мал шаруашылығы өсімдік шаруашылығымен тығыз байланысты. Өсімдік шаруашылығында мал мен көнді пайдалану маңызды. Мал шаруашылығы - бұл жануардың қажеттілігін қамтамасыз ететін энергия көзі,

ал көнді топырақ құрылымын және құнарлылығын жақсартады, сондай-ақ ылғалды сақтайды. Екі пайдалану да экологиялық таза, энергия мен қоректік заттардың айналымын жақсартады.

Түйін сөздер: менеджмент, нарық, ауыл шаруашылығы, ауыл шаруашылығы, экономика, жаңғырту, технологиялар.

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www.nauka-nanrk.kz

ISSN 2518-1483 (Online), ISSN 2224-5227 (Print)

<http://reports-science.kz/index.php/en/archive>

Редакторы *М. С. Ахметова, Т.А. Апендиев, Д.С. Аленов*
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 6.06.2019.
Формат 60x881/8. Бумага офсетная. Печать – ризограф.
15,5 п.л. Тираж 500. Заказ 3.