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## The Impact of Improving Food Supply in Modern Conditions on Enhancing Competitiveness

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**Abstract:** In modern conditions, improving food supply is one of the most important tasks facing the state's agrarian policy, ensuring the country's economic security, and maintaining social stability in society. Food supply not only plays a significant role in meeting the basic needs of society members but also constitutes an important factor in ensuring the strategic interests and benefits of the state. The improvement of food supply depends directly on enhancing the competitiveness of agricultural production and food products, which form the material basis of food supply, as well as improving the quality of food products imported into the country. Additionally, several factors influence the improvement of food supply in modern conditions, which are closely related to enhancing competitiveness.

**Keywords:** Global Environment; Competitiveness; Food Supply; Agriculture; Product Quality; Price

### 1. Introduction

The acceleration of globalization processes in the international relations system affects the socio-economic and socio-political life of countries differently. As globalization processes intensify, the interdependence and socio-economic integration relations between countries deepen. These deepening processes ultimately have a significant impact on the economic life of countries. Therefore, various manifestations occur in both macroeconomics and microeconomics. In this regard, the agricultural food sector, which reflects the satisfaction of the population's physical needs, is subject to particular effects. These effects are primarily related to natural climatic factors and global climate changes but also influenced by social and economic factors. In general, in the current conditions of globalization of the country's economy, meeting the demand for food products poses particular challenges, especially for developing countries. This is largely because intensive tendencies in local agriculture and industrial production are not as high in these countries. Extensive factors, namely processes related to manual labor, lead to a decrease in labor productivity and quality. There are also significant social aspects of the process, as in developed countries, where the population tends to focus more on chemical-free food products due to the social opportunities of the population and lower purchasing power.

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**Factors Affecting the Improvement of Food Supply in Globalization Conditions:** Several factors influence the improvement of food supply, among which the continuity of product competitiveness plays a significant role. Competitiveness manifests itself more prominently in globalization conditions amidst price and non-price competition. These manifestations primarily aim to improve the provision of high-quality food products to the population, but the existence of sufficient differences in development between countries affects the situation. In developed countries, the products manufactured are more competitive, both in terms of product quality and in terms of the accessibility of the population to the food market.

**The Necessity of Enhancing Competitiveness in Agriculture and Agro-Industrial Sector:** It is a well-known fact that enhancing competitiveness in all sectors of the economy contributes significantly to ensuring continuous development, expanding sales opportunities for produced goods, increasing the volume of turnover, and improving the quality of goods produced. Therefore, enhancing competitiveness in agriculture and agro-industry creates favorable conditions not only for ensuring food security and improving the food supply of the country's population but also for increasing the volume of export of goods to foreign markets. Indeed, achieving competitiveness in terms of sales to foreign markets strengthens the positions of these countries' economic entities and further strengthens them in global markets. In modern conditions, enhancing competitiveness is considered one of the most important and effective means of entering new markets.

**Diverse Perspectives on Enhancing Competitiveness:** There are various scientific and theoretical views on enhancing competitiveness, and a unilateral approach is rarely observed. Competitiveness considers the high efficiency of enterprises and their ability to adapt to constantly changing environmental conditions. World experience shows that solving this problem is possible through the formulation of a competitive strategy that must respond adequately to high variability in the external environment. Therefore, the high variability of the external environment, numerous and closely related factors, risks, and dangers require the determination of strategies and the application of modern technologies in the business environment to enhance competitiveness. All these issues are quite problematic for agricultural enterprises and are also essential to fulfill. Because financial stability in agricultural enterprises and their market opportunities, the ability to find buyers, are essential factors. I agree with the authors' opinion that competitiveness in agriculture is mainly related to both the financial situation of local producers and the processes related to the sale of the product.

As in all markets, the modern world food market operates based on the criterion of competitiveness. In this regard, the rating of countries based on the revenue from the sale of agricultural food products varies significantly. According to the information provided by the Food and Agriculture Organization (FAO) of the United Nations, the classification of countries based on the revenue from the sale of agricultural food products is as follows.

High-income countries	Upper-middle-income countries	Lower-middle-income countries	Low-income countries
Australia	Argentina	Bolivia	Benin
Bahamas	Brazil	El Salvador	Burkina Faso
Barbados	Chile	Ghana	Burundi
Canada	China	Guatemala	Ethiopia
European Union (28 countries)	Colombia	Guyana	Haiti
Iceland	Costa Rica	Honduras	Kenya
Israel	Dominican Republic	India	Malawi
Japan	Ecuador	Indonesia	Mali
New Zealand	Jamaica	Nicaragua	Mozambique
Norway	Kazakhstan	Nigeria	Rwanda
Republic of Korea	Mexico	Pakistan	United Republic of Tanzania
Sweden	Panama	Paraguay	
Trinidad and Tobago	Peru	Philippines	
United States	Russian Federation	Senegal	
South Africa	Sri Lanka		
Turkey	Ukraine		
Uruguay	Vietnam		

Classifying world countries into four groups based on the level of income derived from the realization of agricultural products is possible. The first group typically includes countries that earn high income from the sale of agricultural products, such as Australia, the Bahamas, Barbados, Canada, the twenty-eight countries of the European Union, Norway, Switzerland, and the United States. Countries with income levels above the middle-income level from the realization of agricultural products include Argentina, Brazil, Chile, China, Mexico, the Russian Federation, Turkey, Uruguay, etc. Countries with income levels below the middle-income level include El Salvador, Latvia, Nigeria, Paraguay, Pakistan, Ukraine, and other countries. Countries with low income levels include Mozambique, Rwanda, Haiti, etc.

Overall, this indicates that agricultural products produced and marketed in countries with high income levels are highly competitive, leading to sufficient turnover of these products and facilitating their rapid realization in the global market.

In Western countries, particular attention is paid to the environmental cleanliness of agricultural and industrial products. Establishing the production of environmentally clean products in a country can take at least a decade. Thus, ensuring the production and consumption of environmentally clean products in

conditions where there is an abundance of food and an active agricultural market can help the agricultural sector take its rightful place in the global market. The natural conditions of the country allow for the formation of the export potential of the agricultural sector primarily with grapes, cotton, fruits and vegetables, canned products, wine products, tobacco products, honey, etc.

The improvement of the competitiveness of food industry products plays a crucial role in enhancing competitiveness and improving food security. The competitiveness of food industry products depends on various factors, among which one of the leading places is occupied by the continuity of production competitiveness and the competitiveness of the sector. The competitiveness of food industry products and the process of their production depend on the quality indicators of any consumer. The competitiveness of these products manifests itself in quality and price, aiming to increase the level of economic activity in the sector. Therefore, enhancing the competitiveness of the quality and price of products in strong competitive markets plays a significant role in ensuring economic growth and its differentiation.

Drawing conclusions from the authors' ideas, it can be concluded that increasing competitiveness, especially in manufacturing enterprises, is directly dependent on the improvement of product quality, reduction of production costs through the application of modern technology, and ensuring affordable prices for food products for consumers. Competitive factors also play an important role in increasing competitiveness. Therefore, providing subsidies and incentives, including favorable lending conditions for agricultural product producers, and other such factors from the state budget can contribute to reducing the costs of production and increasing the competitiveness of agricultural and food products both domestically and internationally. It should be noted that the improvement of competitiveness in the production of agricultural and food products is important both for domestic markets and for increasing export volumes to foreign markets. Thus, high-quality products play a significant role in improving food security in the domestic market and can attract a strong consumer base in foreign markets, strengthening the agricultural product producer in foreign markets and effectively realizing their products both domestically and internationally.

In summary, in the conditions of modern globalization, improving food security is a complex and multifaceted process, and therefore, the increase in competitiveness is important. The enhancement of competitiveness requires the coordination of efforts both by the state and the private sector, and the expansion of cooperation between the private sector and the state is crucial, and all these factors can mitigate the harmful effects of the globalization process.

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