

Korea Rural Economic Institute (KREI)



**Scientific-Research Institute of
Horticulture, Viticulture and
Winemaking named after academician
M.Mirzaev**



JOINT RESEARCH A VALUE CHAIN ANALYSIS OF THE UZBEKISTAN CHERRY INDUSTRY



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OUTLINE OF PRESENTATION

- Background
- Problem statement
- Objectives of the JR
- Methodology
- Results
- Next steps



BACKGROUND

WHY UZBEKISTAN? & WHY UZBEK CHERRY?

- Uzbekistan is one the leading producers of fruits in Central Asia (FAO, 2016)
- Uzbekistan is the sixth largest producer of cherries in the World (FAO, 2016)
- Continental climate with hot summers is ideal for growing fruits incl. cherries
- Fruits' production is one of the fastest developing and prospective sector in Uzbekistan's agriculture
- Fruits' production has doubled in the past decade (UzStat, 2016)
- Production growth increased due to domestic demand and growing exports



PROBLEM STATEMENT

Uzbek cherry value chain is dominated by smallholder production:

- concentrate on production
- limited attention to harvesting
- no collecting/freezing centers
- no storing
- no calibrating
- no packaging

Postharvest losses - the major problem of cherries value chain:

- damage during harvesting
- poor handling
- poor hygiene in packaging
- inadequate storage after harvesting



OBJECTIVES OF THE JR

The main objective: to assess the cherry value chain in Samarkand province of Uzbekistan.

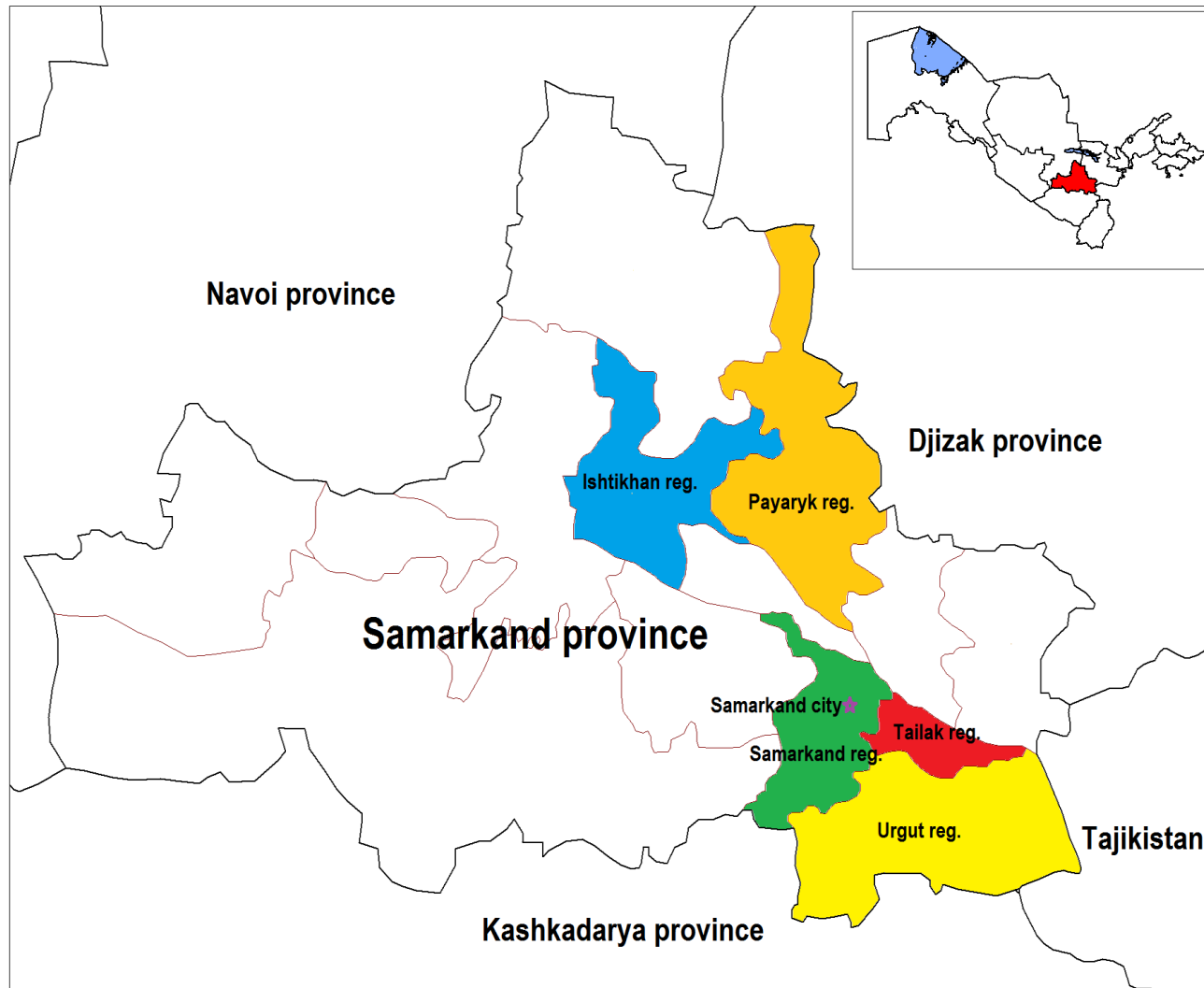
The specific objectives:

- Determine a problem cherry value chain segments with focus on beneficiaries making business in Samarkand province;
- Determine market and investment attractiveness for actors involved to cherry value chain;
- Development of recommendations for improvement cherry value chain;
- Identification of potential partners from governmental, public and private sectors to improve cherry value chain on provincial and state levels.



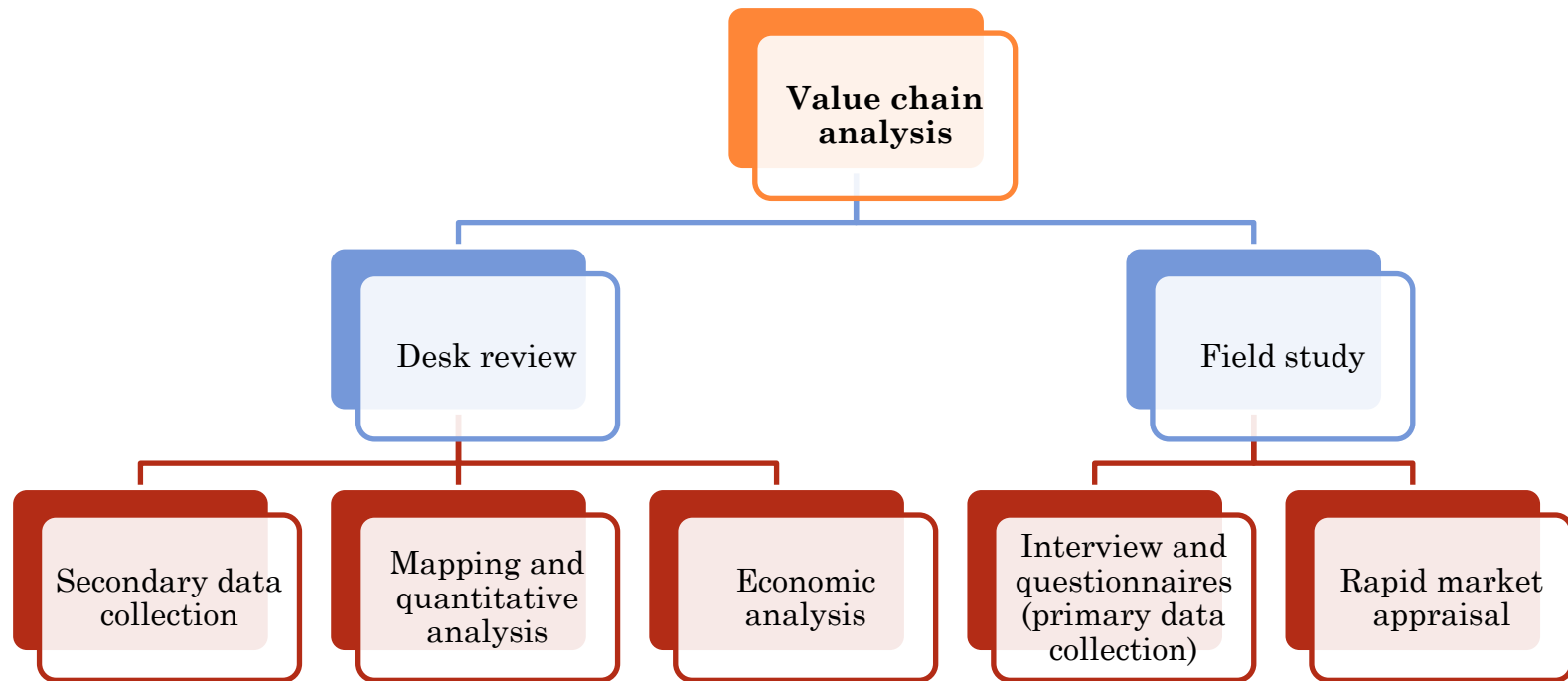
METHODOLOGY

JR AREA



METHODOLOGY

VALUE CHAIN ANALYSIS



SOURCE: ITIBAEV, 2009



METHODOLOGY

DESK REVIEW / SECONDARY DATA COLLECTION

- **Functional analysis (mapping)** of the chain “Production-Processing-Trading-Consumption” and its actors;
- **Quantitative analysis** by category/cluster of actors: production volume, sales volume, consumption volume, market share, average number of jobs created, income;
- **Value added distribution assessment** in whole and among actors. Rarely this data is available, otherwise field study is necessary.



METHODOLOGY

FIELD STUDY / PRIMARY DATA COLLECTION

Nº	Marketing Variables	Aspects of variable
1	Product (what to produce)	Variety, quality, design, characteristics, brand, packaging, sizes, services, guarantees.
2	Price, (at what price to sell)	Price lists, discounts, price margins, credit conditions.
3	Place (distribution channels and where to sell)	Market sales points, spatial coverage of market sales points, locations within markets, inventories of products, transportation channels.
4	Promotion (how to promote the product)	Promotion includes advertising, personal sales, trade and consumer promotions and public relations.
5*	<i>Potential for further development</i>	<i>Jobs created, technology, investment attractiveness, innovations.</i>

Source: Adopted and modified from Wandschneider et al., 2005



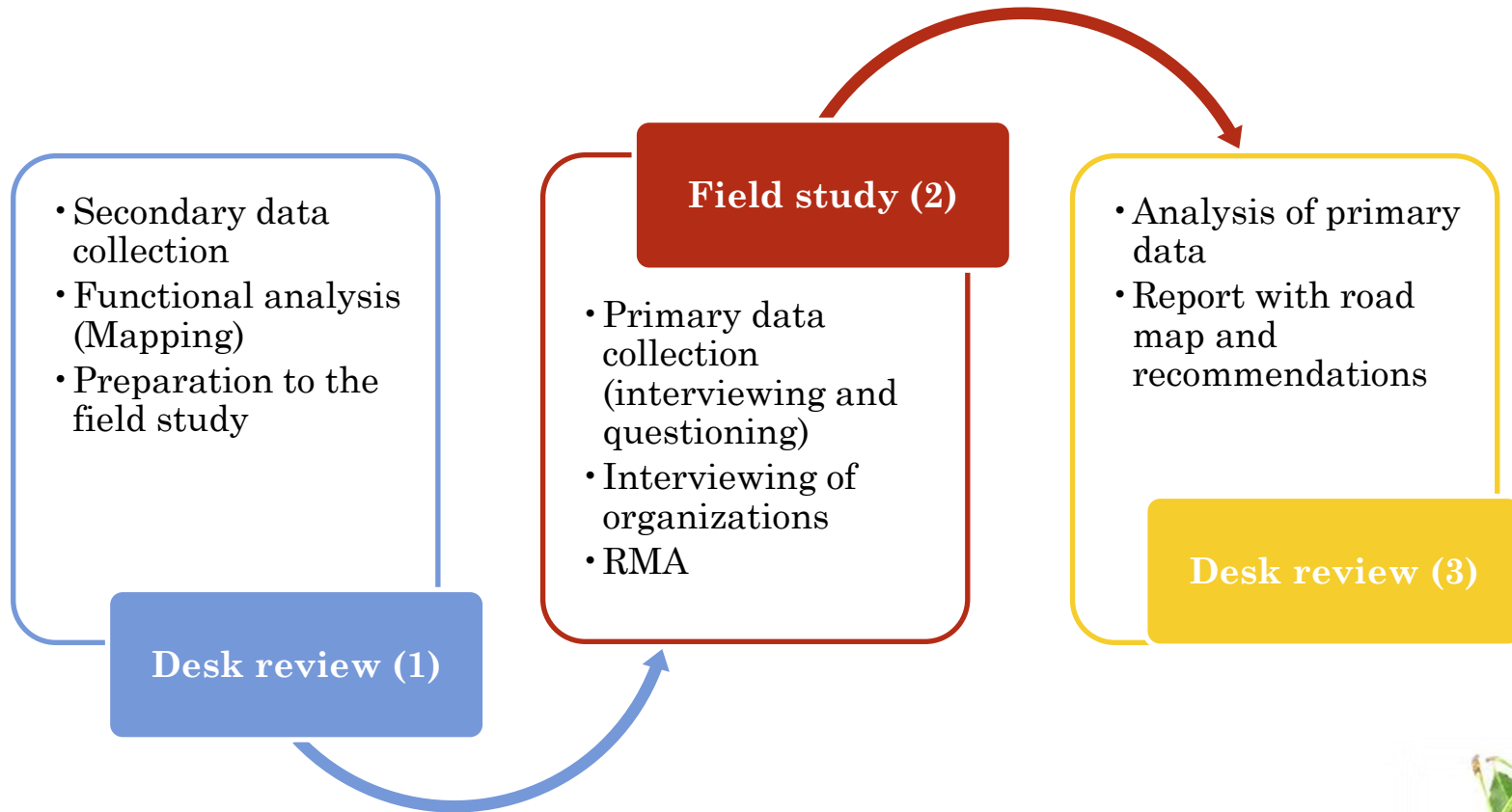
METHODOLOGY

SIMPLE VALUE CHAIN OF CHERRY



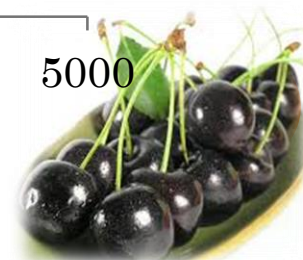
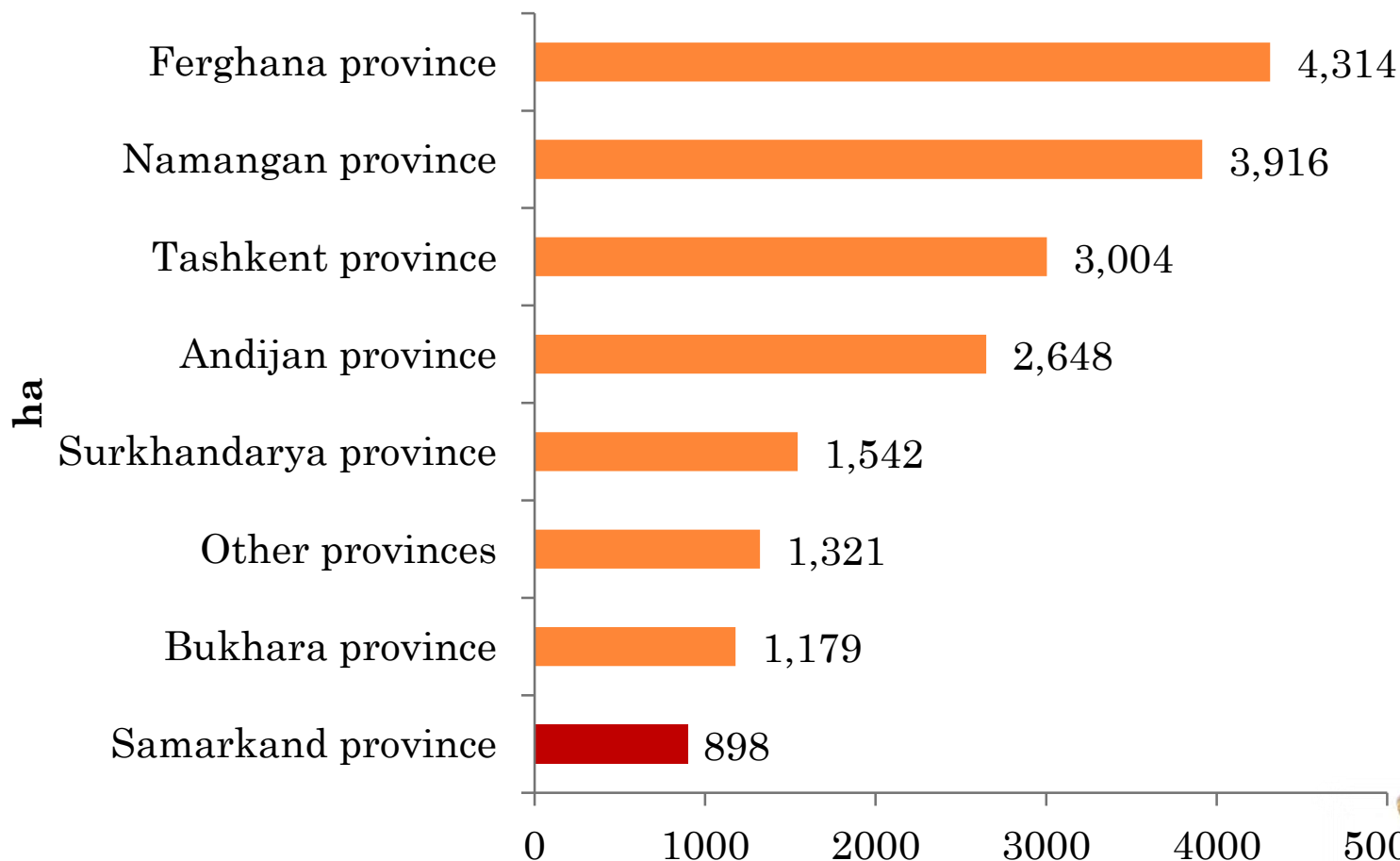
METHODOLOGY

CHERRY VALUE CHAIN ANALYSIS PROCESS



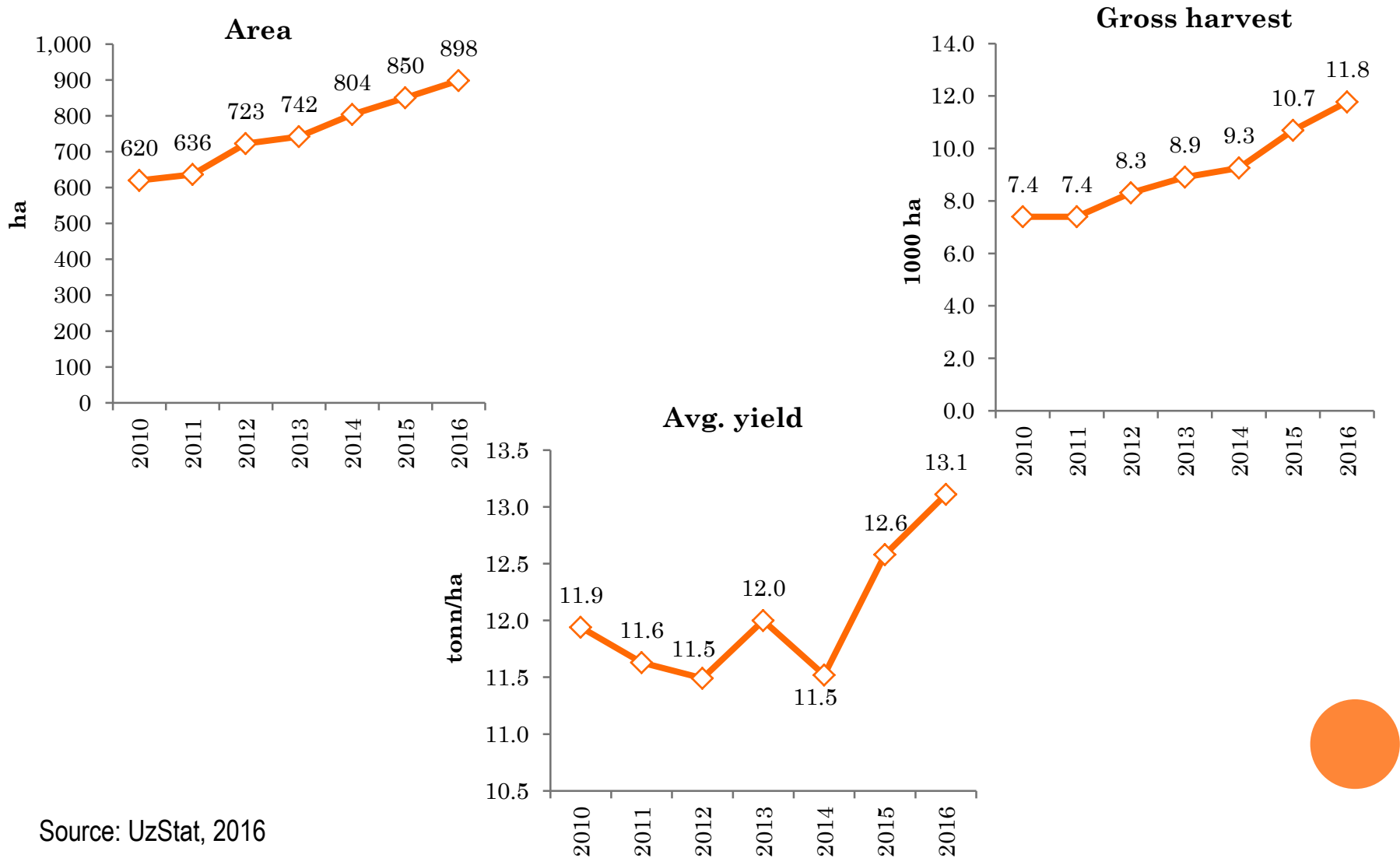
RESULTS

AREA HARVESTED BY PROVINCES



RESULTS

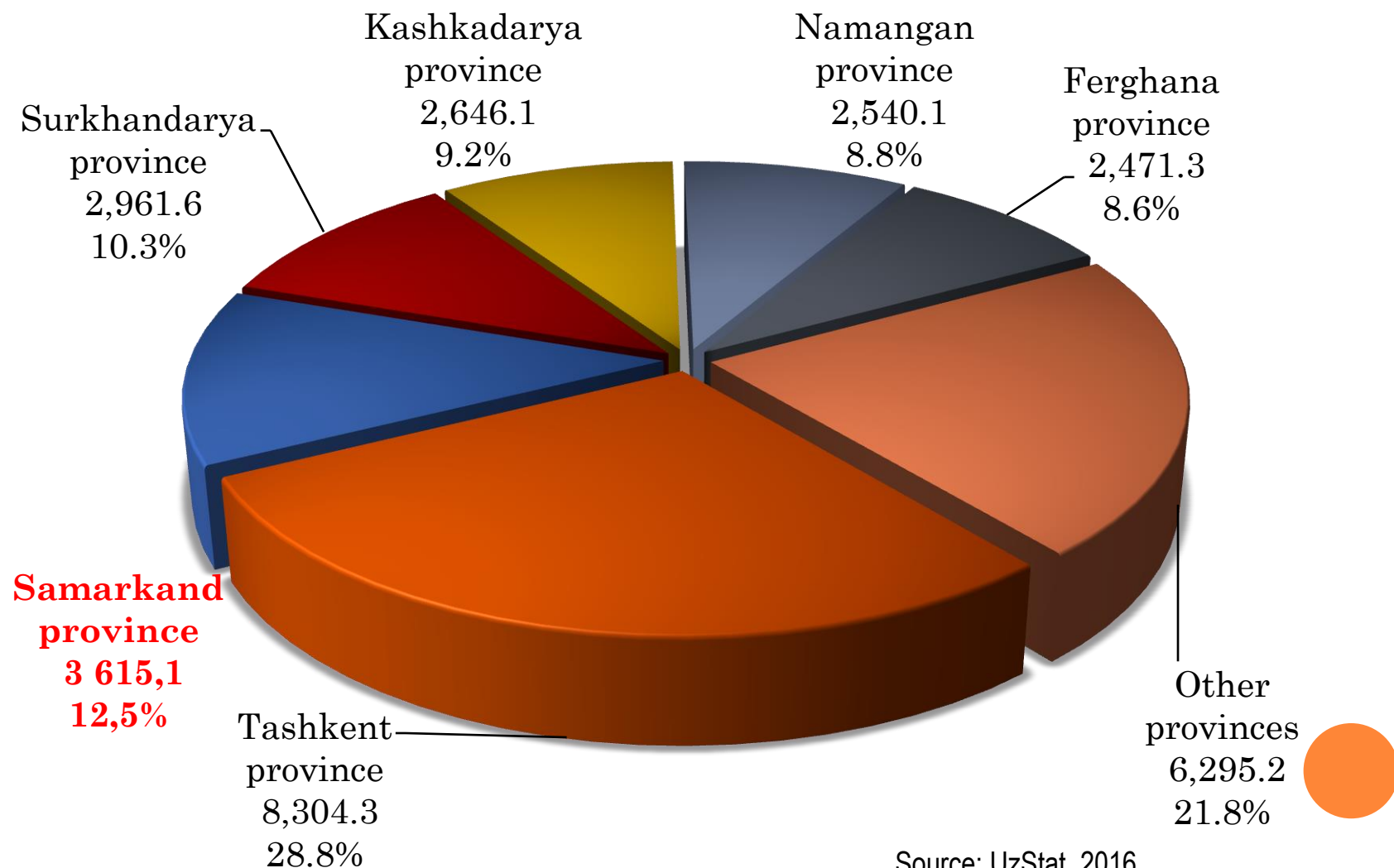
MAIN CHERRY INDICATORS IN SAMARKAND PROVINCE



Source: UzStat, 2016

RESULTS

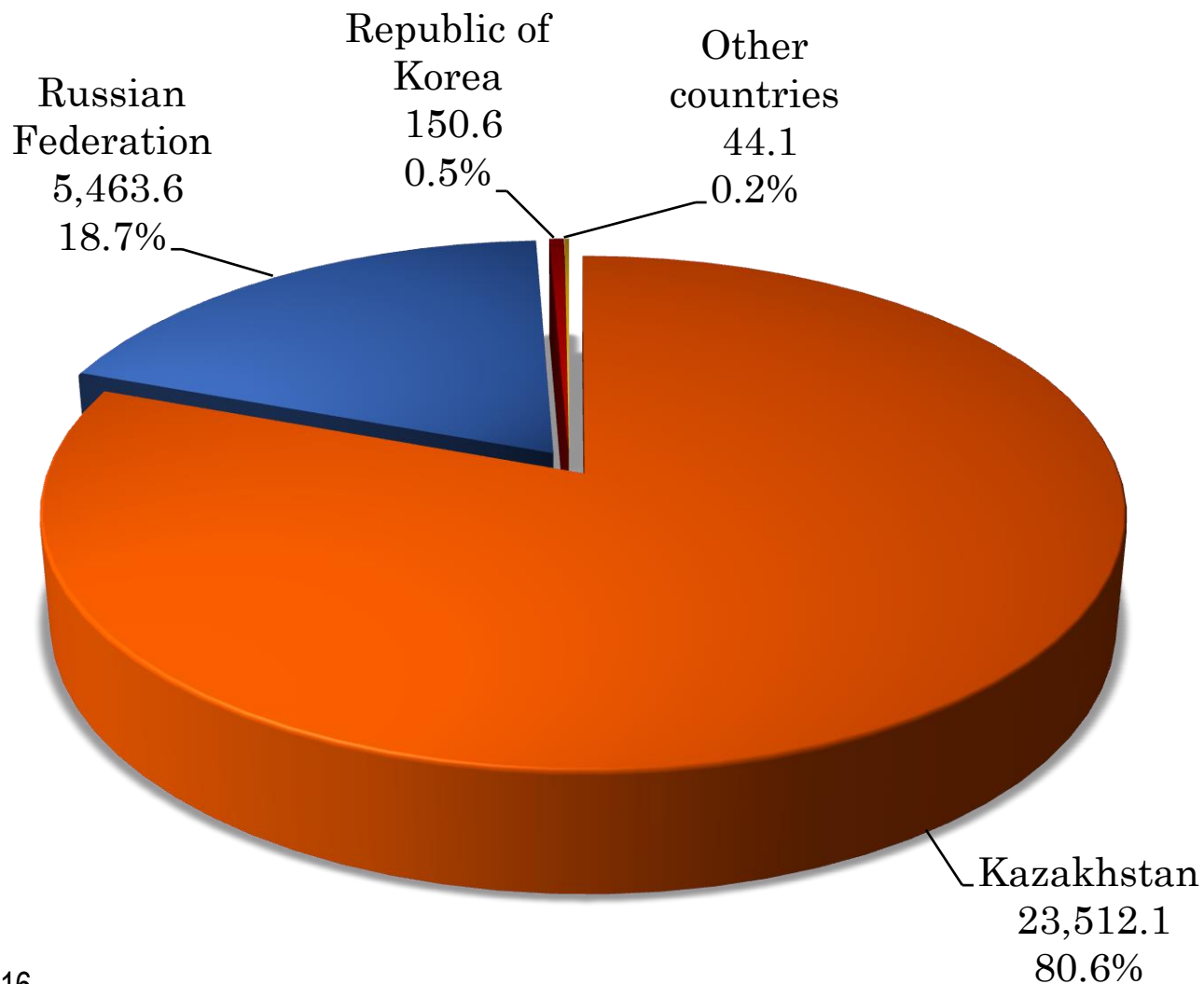
EXPORT OF UZBEK CHERRIES IN 2016, TON



Source: UzStat, 2016

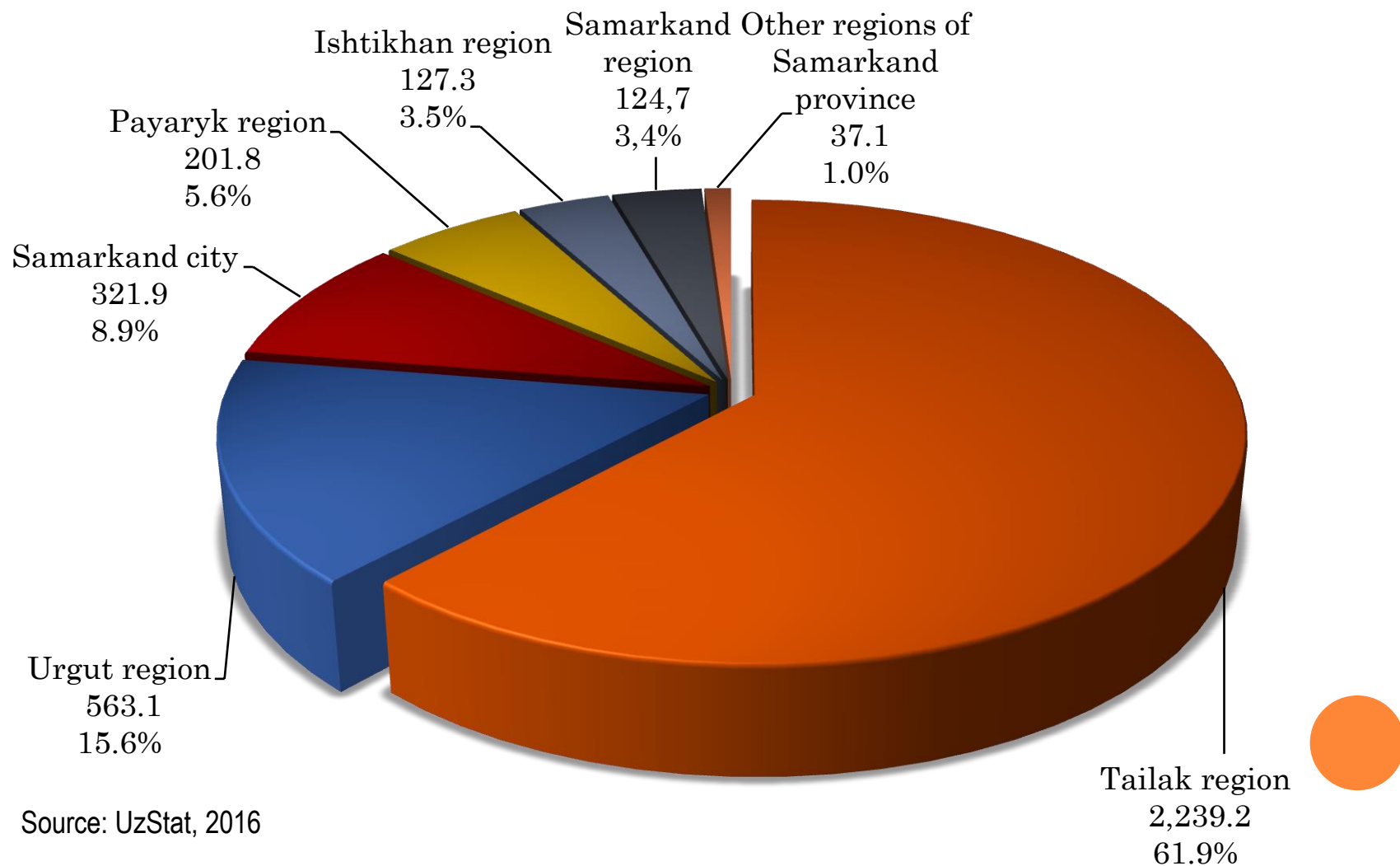
RESULTS

UZBEK CHERRIES EXPORTS BY DESTINATION IN 2016, TON



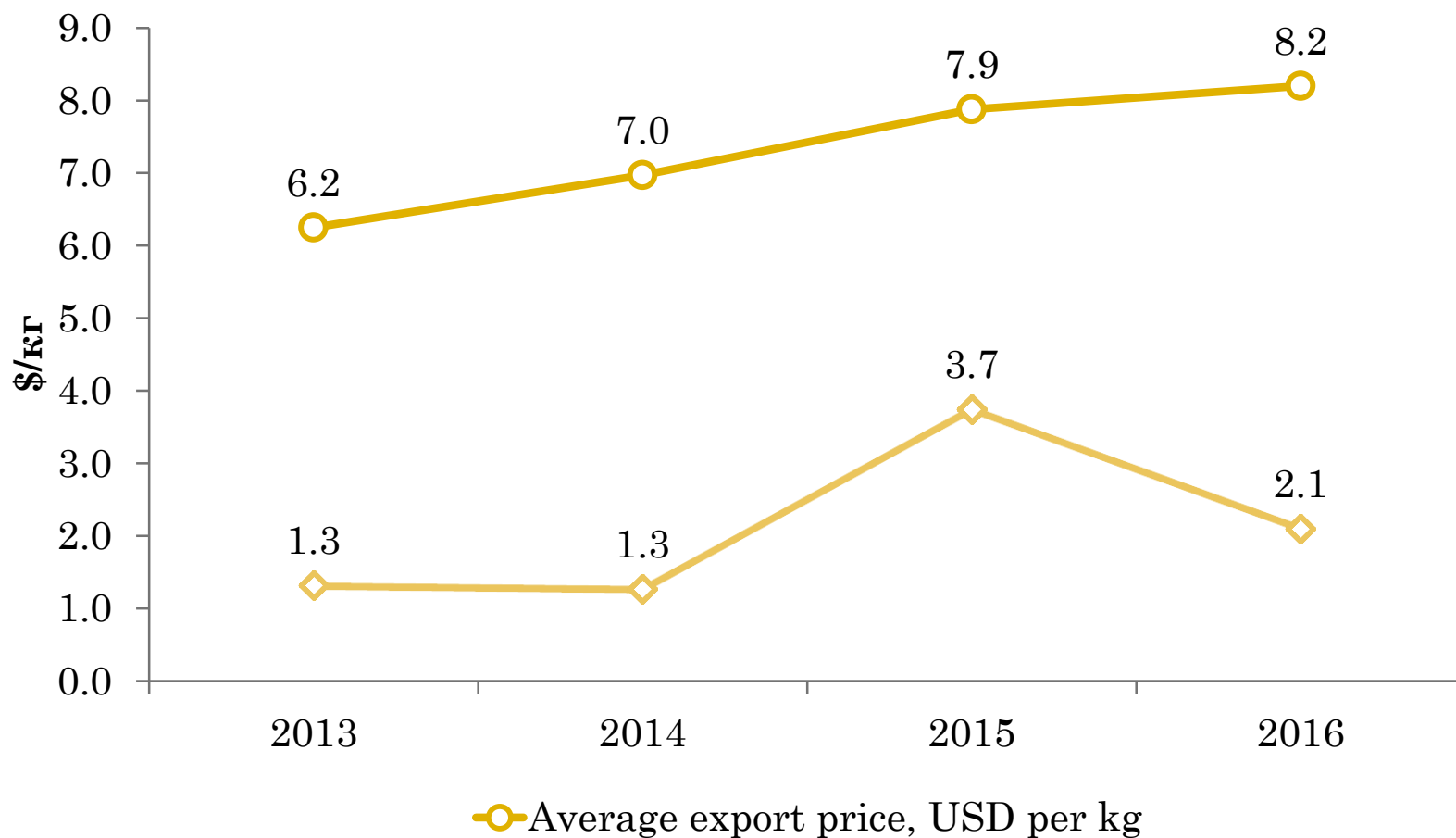
RESULTS

EXPORT OF SAMARKAND CHERRIES IN 2016, TON



RESULTS

AVERAGE EXPORT PRICE AND DOMESTIC PRICE



RESULTS

GENERAL INFORMATION ON INTERVIEWED CHERRY PRODUCERS IN SAMARKAND PROVINCE

	Dehkan farm	Farm
Interviewed producers	120	40
Avg. area, ha	0,1-0,5	2-4
Avg. yield, ton/ha	7,0-12,0	8,0-10,0
Basic varieties of cherry	Bakhor, Napoleon, Burlat, Zirat	
Trade channels:		
- domestic market	+	+
- processors	+	+
- contractors	+	+
- export	-	+

Source: Primary data collected through the field study in May-June 2017

NEXT STEPS

- To analyze the collected primary data
- Determine a problem cherry value chain segments in Samarkand province;
- Determine market and investment attractiveness for actors involved to cherry value chain;
- Development of recommendations for improvement cherry value chain
- Final report writing



СПАСИБО ЗА ВНИМАНИЕ!

귀하의 관심에 감사드립니다

THANK YOU FOR ATTENTION!

