

Қазақстан Республикасы Тәуелсіздігінің 30 жылдығына арналған «Сейфуллин оқулары – 17: «Қазіргі аграрлық ғылым: цифрлық трансформация» атты халықаралық ғылыми – тәжірибелік конференцияға материалдар = Материалы международной научно – теоретической конференции «Сейфуллинские чтения – 17: «Современная аграрная наука: цифровая трансформация», посвященной 30 – летию Независимости Республики Казахстан.- 2021.- Т.1, Ч.3 - С.124 - 127

## **DEVELOPMENT OF THE DAIRY MARKET IN KAZAKHSTAN**

*Bauer M.SH.*

Milk is a raw material for the production of many dairy products, which, due to its high taste, biological and nutritional value, make up a significant part of human nutrition. The social significance of milk and dairy products obliges the state to ensure their physical and economic accessibility. The importance of the dairy industry in today's society is so great that it does not even need any proof. It is obvious that the development of the dairy industry largely depends on the qualifications of specialists working in agricultural enterprises and at various levels of government, consulting services and other organizations.[1]

Although the state provides state support to increase milk production on an industrial basis and provide dairy processing enterprises with raw materials in accordance with all applicable standards and requirements, there are problems in the development of milk production in the market: lack of raw materials for processing, underutilization of milk processing plants. only 25% is used, the ratio of imports and exports by industry, the predominance of agricultural cooperatives, livestock in small businesses. Failure to address such issues will lead to a decrease in the level of industrial processing of milk in the country, slowing down the development of the dairy market, and the existing production facilities will not be fully used.

Pant et al. analyze the complexity of dairy products in terms of internal and external factors on the underlying DSC. Given the perishable nature of dairy products, having an effective traceability system is essential not only for managing risks to food quality and safety, but also for promoting the development of effective dairy supply chain management (DSCM). The current food labeling system cannot guarantee that food is authentic, high quality, and safe[2]. Therefore, traceability is often used as a tool to build consumer confidence in the quality of the product. The research on traceability in the food supply chain provides comprehensive insights into the role of traceability in the improvement of product safety and quality in the food supply chain[3].

The solution to the above problems is primarily due to the increase in milk production. However, this is only a partial solution to the problem, because in the consumer market can be competitive not raw milk, but only finished dairy products

that have undergone processing, implementation, transportation, which has a significant impact on the price of the finished product [4]

According to statistics, the consumption of cow's milk in Kazakhstan is 95% of the total consumption.

Table 1

Balance of resources and use of dairy products, thousand tons

	2015	2016	2017	2018	2019
I. Resources					
Reserves at the beginning of the year	531,4	402,3	371,1	305,5	309,5
Production	5 182,4	5 341,6	5 503,4	5 686,2	5 864,9
Import	568,9	592,4	574,0	541,2	546,2
Resources, total	6 282,7	6 336,3	6 448,6	6 532,9	6 720,7
II. Using					

Industrial consumption	1 593,3	1 634,4	1 704,7	1 825,6	1 902,6
Other industrial using	0,6	0,6	0,6	0,7	0,7
Costs	31,4	31,7	32,2	32,7	33,6
Export	97,1	46,8	54,8	105,1	154,3
Consumption of the population	4 157,9	4 251,6	4 350,7	4 259,4	4 311,0
Per capita consumption, kg / year	237,0	238,9	241,2	240,3	233,2
Reserves at the end of the year	402,3	371,1	305,5	309,5	318,4

In 2019, compared to 2015, there is an increase in the resource component of dairy products in Kazakhstan, which was possible due to growth in domestic production and imports. The resource of milk and dairy products increased by 7%. The increase in domestic production and imports led to an increase in private consumption of dairy products. Compared to 2015, personal consumption in 2019 amounted to 4%. Despite the growth of the number of cows in the country, the incomplete production capacity of domestic dairy enterprises has led to an increase in imports [5].

Table 2

Milk production, thousand tons

Area	2016	2017	2018	2019	2020
RK	5341,6	5503,4	5686,2	5819,3	6004,2
including Akmola	378,6	385,3	387,4	396,1	402,7

Share, %	7,1	7,1	6,8	6,8	6,7
Karaganda	436,2	456,7	472,6	482,7	502,6
Kostanay	380,2	384,1	410	418,7	426,9
Pavlodar	364,4	371	383,1	392,1	404,9
North Kazakhstan region	525,6	546,1	555,1	566,5	597,8
Northern region, everything	2085	2143,2	2208,2	2256,1	2334,9
including the share of Akmola region,%	18,2	18,2	17,5	17,6	17,2

As a positive result, a steady growth trend in milk production is accompanied by an increase in cow productivity. According to Table 2, the volume of milk production in Kazakhstan in 2020 increased by 12% compared to 2016. In 2020, milk production will increase annually by 14% in the leading North Kazakhstan region, 15% in Karaganda region and 11% in Pavlodar region.

The quality and volume of production of dairy products largely depends on the productivity of dairy cattle breeds. The average Kazakh cow produces 2,233 liters of milk per year, while in Russia - 3,500, in Belarus - 3,000, in Germany - 6,923, in Canada - 7,962, in the United States - 9,219 liters [6]

More than 80% of milk production in Kazakhstan belongs to households and small farms. At present, about 5 mln. tons of milk, more than half of which belongs to the household. Timely delivery of raw materials for milk processing to large enterprises leads to a deterioration in milk quality due to the distance of transportation and the condition of vehicles and road facilities.

Ways to solve the problem in the field of milk production and processing: rational use of raw materials in the dairy industry, stimulating the introduction of waste-free production technologies in enterprises, increasing the range of dairy products in accordance with the needs of the population, technical re-equipment.

Ways to improve the quality and competitiveness of dairy products:

- Improving the selection of dairy cattle;
- application of modern methods of production and processing of raw milk;
- Improving the effectiveness of quality control of raw materials during reception and processing on dairy farms.

However, at present, it is impossible to meet these requirements, as about 80% of dairy products are produced in households, so it is necessary to create large and medium-sized specialized dairy farms. Only then will it be possible to implement the above measures [7].

Milk and dairy products have always been and will remain available to the majority of the population. Therefore, it is necessary to identify and study the factors that affect the effective production of dairy products.

## References

1Хромова Л.Г., Востроилов А.В., Байлова Н.В. Молочное дело: 1-е изд. 2017.

2Pant, R. R., Prakash, G., &Farooquie, J. A. (2015). A Framework for Traceability and Transparency in the Dairy Supply Chain Networks. *Procedia - Social and Behavioral Sciences*, 189, 385–394. <https://doi.org/10.1016/j.sbspro>.

3Aung, M.M. and Chang, Y.S. (2014) ‘Traceability in a food supply chain: Safety and quality perspectives’, *Food Control*, Vol. 39, pp.172–184. Food Control. Elsevier BV. <https://doi.org/10.1016/j.foodcont>.

4Розанова Т.П., Магомедов Н.Д. Рынок молока и молочной продукции. - [URL:https://cyberleninka.ru/article/n/rynok-moloka-i-molochnoy-produktsii-rossii-tendentsii-i-perspektivy/viewer](https://cyberleninka.ru/article/n/rynok-moloka-i-molochnoy-produktsii-rossii-tendentsii-i-perspektivy/viewer)

5 ҚР Стратегиялық жоспарлау және реформалар агенттігі Ұлттық статистика бюросының сайты - URL: <https://stat.gov.kz/>

6 Каменова М.Ж., Ахметова К.А., Накипова Г.Н. Конкурентоспособность аграрного сектора Республики Казахстан: теория, практика и перспективы в посткризисный период. Астана. 2012

7 Александрова В.В. Состояние молочной отрасли и тенденции ее развития в республике Казахстан. 2015.