THE CONCEPT, ESSENCE OF THE AGRICULTURAL CLUSTER AND THE ECONOMIC SIGNIFICANCE OF ITS DEVELOPMENT

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Annotation. *This article analyzes the theoretical essence of the concept of agrocluster, its role in the organization of agricultural production, and the economic significance of the development of agroclusters in the conditions of modern economic development. It also highlights the role of agroclusters in integrating production, processing, logistics, and export processes into a single system. The study scientifically substantiates the importance of agrocluster activities in increasing the competitiveness of agricultural products, expanding the value chain, accelerating regional economic development, and ensuring employment.*

Key words: *agrocluster, agrarian economy, agriculture, integration, agro-economic system, export potential.*

Introduction. The deepening of globalization processes in the world economy and the increasing need to ensure food security require the search for new forms of effective organization of agricultural sectors. In such conditions, the cluster approach, which combines production, processing, storage, logistics and sales processes in the agricultural sector on the basis of a single system, is gaining particular importance. Agroclusters serve to increase the efficiency of the agricultural sector by strengthening cooperation and integration between

agricultural producers, processing enterprises, service organizations and research institutions. In this regard, agroclusters are recognized as one of the important institutional mechanisms of the modern agrarian economy, and they are an important factor in ensuring innovative development in agriculture, expanding the value chain and increasing the competitiveness of products.

Also, the development of agroclusters is important for deep processing of agricultural products, increasing export potential and accelerating regional economic development. The organization of agricultural production on the basis of cluster principles allows ensuring technological compatibility of production processes, efficient use of resources, and strengthening economic ties between farms and processing enterprises. As a result, economic efficiency in agricultural sectors increases, new jobs are created in rural areas, and sources of income for the population expand. Therefore, the scientific study of the concept of an agrocluster, its economic essence and its importance in the sustainable development of the agricultural sector is one of the relevant areas of modern economic research.

Main part. In modern economic research, the cluster approach is considered one of the important mechanisms for territorial organization of production and increasing economic efficiency. Although cluster theory is widely used in the industrial and service sectors, in recent years it has been rapidly developing as an effective management model in the agricultural sector. The concept of an agrocluster means organizing the processes of growing agricultural products, processing them, storing them, providing logistics services, and selling them on domestic and foreign markets on the basis of a single system. Within the framework of this system, stable economic relations are formed between producers, processing enterprises, transport and logistics organizations, research institutions, and financial institutions.

The economic essence of agroclusters is explained by the integration of all stages of the production chain to increase added value and ensure efficient use of resources. In the traditional agricultural system, the processes of product production and processing are often carried out separately, which leads to a decrease in economic efficiency. The agrocluster model, on the other hand, combines the stages of production, processing and sales into a single system, which allows improving product quality, reducing production costs and strengthening the competitiveness of agricultural sectors. Therefore, agroclusters are considered one of the innovative development directions of the modern agricultural economy.

Agroclusters are a multi-level organizational and economic system that encompasses the activities of several interconnected economic entities. The main components of this system include farmers and peasant farms that produce agricultural products, industrial enterprises that process raw materials, logistics and transport services, marketing and trade organizations, and research institutions. Economic cooperation between these entities serves to ensure the continuity of production processes and increase the final value of the product.

The effective functioning of agroclusters is closely related to the introduction of modern technologies, optimization of production processes, and the use of innovative management methods. In particular, within the framework of agroclusters, new agrotechnologies, high-yielding varieties, and resource-saving methods developed by research institutes are widely introduced into production. At the same time, the agro-cluster system forms long-term contractual relationships between farms and processing enterprises, ensuring the stability of the production process. As a result, the overall efficiency of the agricultural sector increases and the product supply chain is further improved.

The development of agroclusters is an important factor in increasing the economic efficiency of agricultural production. Through the cluster system, the possibilities for deep processing of agricultural products expand, which serves to increase the added value of the product. As a result, not only the export of raw materials, but also the volume of deliveries of finished or semi-finished products to foreign markets increases. This process, along with strengthening the country's export potential, also has a positive impact on the sustainable development of the national economy.

Agroclusters also appear as one of the important factors stimulating regional economic development. They increase economic activity in rural areas by organizing new production capacities, developing the processing industry, and improving logistics infrastructure. As a result, new jobs are created, employment and incomes of the population increase, and the socio-economic development of rural areas accelerates. In this regard, the development of agroclusters is one of the important strategic directions for the modernization of agricultural sectors, ensuring food security, and strengthening regional economic stability.

Conclusion. The conducted scientific analysis shows that agroclusters are one of the modern and promising forms of effective organization of the agricultural sector. They serve to increase production efficiency by integrating the processes of cultivation, processing, storage, logistics and sales of agricultural products into a single system. Within the agrocluster system, stable economic relations are formed between producers, processing enterprises, service organizations and research institutions, which creates important conditions for innovative development in the agricultural sector. As a result, the competitiveness of agricultural products increases, the value chain expands, and the economic efficiency of agricultural production increases significantly.

At the same time, the development of agroclusters is an important factor in accelerating regional economic development, creating new jobs in rural areas and expanding sources of income for the population. The cluster approach ensures the modernization of production in agricultural sectors, expands the possibilities for the introduction of modern technologies and deep processing of products. This will serve to increase the export potential of agricultural products, strengthen food security, and ensure the sustainable development of the national economy. Therefore, the development of agroclusters is considered one of the priority areas of agrarian policy, and the issues of their scientific organization and effective management are of particular importance.

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