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БАЯНДАМАЛАРЫ

ДОКЛАДЫ

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РЕСПУБЛИКИ КАЗАХСТАН

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CLUSTER METHOD AND INTERACTION MECHANISMS IN THE ORGANIZATION OF GRAIN PRODUCTION

Abstract. The mechanism of distribution relations regarding the exchange of intermediate products, resources and services and the distribution of income from the sale of final products on the external market is an important part of economic relations within the cluster. The distribution mechanism ensures that the interests of cluster subjects are respected, and the mechanism of the grain product cluster is based on the fact that revenues from the sale of final products are distributed along the chain of the technological cycle, distributed through prices, tariffs, and centralized funds created by the cluster participants. In the grain-product complex, when using market prices, some enterprises become profitable, some-unprofitable, and when clustering, these processes can be preserved. An important element of the regional grain cluster is large grain companies and holdings that have concentrated large grain receiving enterprises for receiving, drying, storing and shipping grain. They include high-performance flour milling enterprises that have modern equipment from international manufacturers. These companies also include large, medium and small agricultural enterprises that produce grain, which have developed their own technological strategy and production structure, tactics, market behavior, and pricing policy.

Regulatory mechanisms should be used to regulate relationships between cluster entities, ensure interests, coordinate individual and corporate goals, and regulate internal assortment, resource, price, and other proportions: standards of exchange and distribution relations; prices for products and final products sold. The issues of forming optimal economic relations between regional cluster entities, ensuring the implementation of individual and corporate goals, and regulating assortment, resource, and price interests are complex. The main part of economic relations within a cluster is the mechanism of distribution relations arising from the exchange of intermediate products, resources and services and the distribution of income from the sale of final products on the foreign market. The distribution mechanism should ensure that the interests of cluster members are realized. It should also be noted the peculiarity of regional clusters as a broad field of activity of enterprises.

Keywords: cluster, grain production, products, mechanism, interaction, relations, services, prices, subjects, participants, regulation, resources.

Introduction. In the structure of the grain-product subcomplex of the agro-industrial complex, there are five components: production of material and technical resources, grain production, grain processing (for food and technical needs, feed production), storage and transportation, sale of grain and its processed products (wholesale and retail).

It seems that the main differences between a grain cluster and a grain product subcomplex are as follows: the cluster has a clear organizational structure headed by a coordination center, special legal relations between participants, is supported by the state at the main stages of formation, and the relationships between participants are absolutely transparent in order to optimize production and economic relations.

Research methodology. The most important part of economic relations within the cluster is the mechanism of distribution relations arising from the exchange of intermediate products, resources and services and the distribution of income from the sale of final products on the foreign market[1]. The distribution mechanism should ensure parity of interests of all cluster participants and the grain cluster mechanism should be structured as follows: revenues from the sale of final products are distributed throughout the chain of the technological cycle, distributed through interconnected prices and tariffs, through centralized funds created by cluster participants.

Research results. Each cluster member is both a buyer of other members ' products and a seller of their own products at certain internal prices. To ensure equivalence and equal efficiency for all cluster participants, it is necessary to establish an optimal ratio of prices for products and services of participants that correspond to an objectively equal rate of profit. the price of final products represents the total costs and profits of all participants in cluster production.

Table 1 – Products and services of grain cluster participants

Participant	Purchased products	Sold production
Rural commodity producer	Seeds, other material resources, services	Grain (cereal) crops
Bread receiving point	Grain crops, material resources	Grain (cereal) crops brought to marketable conditions, seeds
Production company flour, cereals	Grain, material resources	Flour, cereals, bran
Plant for the production of pasta	Flour, material resources	Pasta by assortment, semi-finished products
Plant for the production of bakery products	Flour, other material resources	Bakery products
Enterprise for the production of confectionery products	Flour, other material resources	Confectionery products by assortment
Note - Compiled by the author based on research.		

Calculating the price of final products on an accrual basis-from the price of products of the first link in the technological chain (grain production) to the price of products of the last link (pasta, bakery products) is acceptable if producers of goods can set prices that will compensate their costs and bring maximum profit.

However, in reality, with a high level of competition, prices for final products dictated by supply and demand may develop in a different scenario, and do not correspond to the estimated prices for final products of the cluster[2].

When calculating intra-cluster prices according to the "bottom-up" scheme, processing, servicing, supply and trading enterprises will strive to ensure their economic well-being at the expense of other participants.

If there is an established food market, it is more expedient to calculate domestic prices according to the "top-down" scheme-according to the reserve scheme. In other words, a chain of internal (transfer) prices and tariffs is formed within the cluster. Since the market for end products limits their upper values, such prices can be called limit prices. The formation of clusters should be linked to the development of an adequate economic mechanism and, above all, pricing in order to ensure equal efficiency for all participants.

When there is a large range of final products in a cluster, it becomes necessary to develop a system of prices at which products and services are transferred along the chain.

In this case, the following options can be used: determination of intra-cluster prices based on the market price, when the base for calculations is taken as the prevailing market prices. The use of market prices for intermediate products without proper economic justification can lead to certain imbalances within the cluster[3].

When using intra cluster prices based on market value, the following conditions must be met: the buyer buys the product as long as the seller does not inflate the market price; if the seller inflates the price, the buyer can purchase the product on the side.

In practice, in the grain-product complex, when using market prices, some enterprises become profitable, while others become unprofitable. this trend may continue even with clustering.

Other option. Determination of intra-cluster prices based on actual costs. In this method, the price is close to the market price, although there are drawbacks: the company that transmits products along the chain is not interested in reducing actual costs; it is difficult to objectively analyze the efficiency of this enterprise.

Indeed, processing enterprises cannot take on the additional costs of agricultural enterprises caused by low grain yields.

Determination of intra-cluster prices based on standard costs. Advantages: the mentioned disad-vantages are eliminated; actual cost reduction and efficiency improvement are stimulated. Disadvantages:

lack of incentives to constantly reduce actual costs to the standard level; the presence of inflationary processes.

To ensure the parity of interests of all cluster participants, it is very important to use the following rule: to a lesser extent, use the price mechanism to "pump" revenues from highly profitable to low-profitable enterprises; to a greater extent, use mechanisms to pull low-profitable enterprises to the level of medium-sized ones through the introduction of new technologies and the use of state regulation measures.

The core of each regional grain cluster consists of large grain companies and holdings that have concentrated large grain receiving enterprises for receiving, drying, storing and shipping grain, and have high-performance flour milling enterprises that have recently been re-equipped with modern international-level equipment[4]. These companies consist mainly of large, medium and small agricultural enterprises that produce grain. In recent years, these companies have developed their own technological strategy and production structure, tactics and conduct in the market, and a strict pricing policy.

In Kazakhstan, grain and leguminous crops are located on an area of 15.8 million hectares, including wheat-12.1 million hectares. The volume of grain production (at the level of last year) according to the forecast for 2020 is 17.9 million tons in weight after completion, while in 2019 17.4 million tons in offset weight were collected. It should be noted that the projected production of agricultural crops will fully meet the domestic demand of the country.

In 2020, the food Corporation made a forward purchase of agricultural products, thereby Contracting the volume of grain supplies to the Corporation's resources in the amount of 517 thousand tons. The volume of the crop will provide certain volumes for export. At the same time, this year's export strategy will not differ from last year's and will be characterized by maintaining dominant positions in traditional markets: Central Asian countries (Uzbekistan, Tajikistan, Kyrgyzstan, Turkmenistan), Afghanistan and Iran. The export potential for the 2020/2021 marketing year will be about 7.5-8.0 million tons, including flour. A regional grain cluster may include grain producers, service and supply companies, processing and trading enterprises.

In Kostanay region, 39 grain receiving enterprises with a total capacity of 3542.9 thousand tons of grain, which form the basis of the regional grain cluster, they belong to large holdings, grain companies-23 enterprises with a total capacity of 2704.9 thousand tons.

It is recommended to use appropriate regulatory mechanisms to regulate the relationships of cluster participants, ensure their common interests, coordinate individual and corporate goals, and regulate internal assortment, resource, price, and other proportions: standards of exchange and distribution relations; product prices, final products consumed within the cluster and sold; profitability standards for individual stages of the technological chain; the procedure for forming centralized funds if they are created; material incentives to improve product quality (intermediate, final); terms and procedure for mutual settlements.

The most complex and less studied issues are the formation of optimal economic relations between regional cluster participants, coordination of individual and corporate goals, regulation of assortment, resource, price and other proportions. The most important part of economic relations within the cluster is the mechanism of distribution relations arising from the exchange of intermediate products, resources and services and the distribution of income from the sale of final products on the foreign market[5]. The distribution mechanism should ensure parity of interests of all cluster participants: work not only for themselves, but also for other participants. A special feature of regional clusters is the extensive scope of activities of enterprises in them. Often, the number of service companies prevails over specialized ones, which allows new firms to easily enter it and try their capabilities in intra-cluster competition.

The state of relationships between enterprises within a cluster cannot be characterized solely as an interaction or merger of these organizations. This process is very flexible and adapts to the cluster goals. At the same time, such inter-firm relations bring a synergistic effect from joint activities of enterprises that exceeds the sum of the effects from the functioning of these enterprises separately. All relationships of enterprises within the cluster are stable and transparent for all sides of the relationship, which significantly reduces the risks of their functioning. This allows enterprises participating in the cluster to feel confident and make economic transactions within the cluster without fear.

In addition, clusters created in the regions contribute to the implementation of large-scale innovative projects in the region, including within the framework of priority national projects [6].

The activity of the grain cluster in the region is based on territorial isolation and the presence of close ties between enterprises of different industries included in the cluster, including for the production of the final product.

Participants in the grain cluster of the region may include: agricultural enterprises; agricultural machinery enterprises; food processing enterprises; agro-industrial integrated complexes (corporations); consulting organizations; scientific institutes; educational institutions; authorities; financial institutions.

The core of a cluster may contain enterprises that produce, store, and process grain, and infrastructure organizations are concentrated around them.

The formation of a regional cluster involves the implementation of 3 stages: the preliminary stage, during which the clustering potential is determined and a program for implementing cluster projects is developed.

The main stage is to activate clustering processes in the region, determine the composition of participants in cluster schemes; the final stage involves evaluating the functioning of the cluster based on indicators that characterize economic development.

The development of the concept and program for the development of the grain cluster in the region should be linked to the country's socio-economic development strategy. The least studied issues are the formation of the cluster functioning mechanism, the construction of distribution relations along the entire chain of participants in the production of final products.

The distribution mechanism of a grain cluster should be structured as follows: revenues from the sale of final products are distributed along the entire chain of the technological cycle, distributed through interrelated prices and tariffs, as well as through centralized funds created by cluster participants. In this case, the cluster can be considered as a chain of sellers and buyers. Each cluster member is both a buyer of other members ' products and a seller of its own products at certain internal prices. Calculating the price of final products on an accrual basis-from the price of products of the first link in the technological chain (grain production) to the price of products of the last link (pasta, bakery products) is acceptable if producers of goods can set prices that will compensate their costs and bring maximum profit.

If there is an established food market, it is more expedient to calculate domestic prices according to the "top-down" scheme-according to the reserve scheme. In other words, a chain of internal (transfer) prices and tariffs is formed within the cluster. Since the market for end products limits their upper values, such prices can be called limit prices. The formation of clusters should be linked to the development of an adequate economic mechanism and, above all, pricing in order to ensure equal efficiency for all participants.

The formation of a grain cluster is recommended to be carried out in 4 stages: formation and development of internal relations between the cluster participants; development of production and introduction of industrial technologies for growing wheat grain; improvement of production and deep processing of grain; formation and development of a brand of domestic grain products.

The recommended models and mechanism of interaction between the participants of the grain cluster will allow to unite enterprises connected by a single technological cycle from the production of raw materials to finished products, to stimulate close cooperation of agricultural, processing and servicing enterprises, engineering personnel, scientists, the state, etc.; to protect the economic interests of each participant, ultimately, to increase production of products and increase its competitiveness[7].

In 2020, the projected volume of wheat grain production in Kazakhstan will be in the range of 12.1 million tons, which can be achieved by obtaining a stable increase in the yield over the years to 12 tons per hectare, regardless of weather conditions. To increase grain productivity, it is necessary to expand the implementation of the positive experience of the RSE "Zarechnoye" of the North-Western research Institute of agricultural research, on the introduction of grain-pair short-rotation crop rotations and intensive technologies for the cultivation of grain crops. The yield is influenced by climatic factors. On the one hand, they can increase productivity, and on the other - sharply reduce its level. To reduce the negative impact of the natural factor, it is necessary to develop new varieties, develop special technologies, and other achievements of scientific and technological progress.

Ensuring a stable gross wheat harvest of up to 12.1 million tons and high quality will be sufficient for both grain and flour exports.

The export of a wide range of flour would contribute to the sustainable development of the country's flour mills, more fully load their production capacity and improve the quantitative, qualitative

characteristics and economic indicators of using the entire available resource of the enterprise, as well as increase the production of animal feed, which has been developing at a good pace in recent years, and especially state support for this industry. The forecast of the population's internal demand for flour is determined based on the projected population size and the rate of flour consumption per 1 person 115 kg.

Conclusion. The effectiveness of integration of grain producers in the main grain-growing regions of the Republic based on the cluster method of organization gives a significant boost to the development of the regions. Expected results in the formation of grain clusters: increased production of grain, flour, pasta and other baked products; the expansion of the product range of grain; increase in export volume of finished products from grains (flour, pasta, cereals and others);increase capacity utilization, lower costs for processing; increasing competitiveness of products of each of the members of the cluster and their profitability; increase share of households working in agriculture, intensive and industrial technologies.

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КЛАСТЕРЛІК ӘДІС ЖӘНЕ АСТЫҚ ӨНДІРІСІН ҰЙЫМДАСТЫРУДАҒЫ ӨЗАРА ҚАРЫМ-ҚАТЫНАС ТЕТІКТЕРІ

Аннотация. Аралық өнім, ресурс, қызмет айырбастау және сыртқы нарықта түпкі өнім сатудан түсетін кірісті бөлу – кластер ішіндегі экономикалық қатынастардың маңызды бөлігі болып табылады. Тарату механизмі кластер субъекті мүдделерінің сақталуын қамтамасыз етеді, сонымен бірге астық өнімдерінің кластер механизмі түпкі өнімді сатудан түскен кірістің технологиялық цикл тізбегі бойынша бөлінуіне, кластер мүшелері құрайтын баға, тариф, орталықтандырылған қор арқылы бөлінуіне негізделген. Астық кешенінде нарықтық баға қолданылған кезде кейбір кәсіпорындар пайда табады, ал кейбіреуі тиімсіз болады, ал кластерлеу кезінде аталған үдерістер сақталуы мүмкін. Аймақтық астық кластерінің маңызды буыны ретінде астық қабылдау, кептіру, сақтау және жөнелту үшін ірі астық қабылдау кәсіпорындары шоғырланған астық компаниялары, холдингтер есептеледі, бұлардың құрамына халықаралық өндірушілердің заманауи жабдықталған жоғары ұн өнімі, диірмендер кіреді. Компаниялар қатарына астық өндіретін, технологиялық стратегиясы мен өндірістік құрылымын, тактикасын, нарықтағы өзін-өзі ұстауды және баға саясатын дамытқан ірі, орта және шағын ауылшаруашылық кәсіпорындары жатады.

Кластер субъектілері арасындағы қатынастарды реттеуде, мүдделерді қамтамасыз етуде, жеке және корпоративті мақсаттарды үйлестіруде, ішкі ассортиментті, ресурстық, бағалық және басқа пропорцияларды реттеуде келесі тетіктерді қолдану қажет: айырбас және тарату қатынастарының стандарттары; түпкілікті өнім сататын өнім бағасы. Аймақтық кластер субъектілерінің оңтайлы экономикалық өзара қарым-қатынасын қалыптастыру, жеке және корпоративтік мақсаттарды іске асыруды қамтамасыз ету, ассортименттік, ресурстық, бағалық мүдделерді реттеу мәселелері күрделі болып саналады. Кластер ішіндегі экономикалық қатынастардың негізгі бөлігі – аралық өнім, ресурс және қызметтерді айырбастауға және сыртқы нарықта түпкілікті өнім сатудан түскен кірісті бөлуге байланысты туындайтын бөлу қатынастарының механизмі. Тарату механизмі кластер қатысушыларының мүдделерін іске асыруды қамтамасыз етуі тиіс. Аймақтық кластерлердің кәсіпорын қызметінің ауқымды саласы ретіндегі ерекшелігін де атап өткен жөн.

Түйін сөздер: кластер, астық өндірісі, өнім, механизм, өзара әрекеттесу, қатынастар, қызметтер, бағалар, субъект, қатысушылар, реттеу, ресурстар.

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КЛАСТЕРНЫЙ МЕТОД И МЕХАНИЗМЫ ВЗАИМОДЕЙСТВИЯ В ОРГАНИЗАЦИИ ЗЕРНОВОГО ПРОИЗВОДСТВА

Аннотация. Механизм распределительных отношений по поводу обмена промежуточной продукции, ресурсов и услуг и распределение дохода от реализации конечной продукции на внешнем рынке является важнейшей частью экономических отношений внутри кластера. Распределительный механизм обеспечивает соблюдение интересов субъектов кластера и при этом механизм зернопродуктового кластера основан на том, что доходы от реализации конечной продукции распределены по цепочке технологического цикла, распределяются через цены, тарифы, централизованные фонды, которые созданы участниками кластера. В зернопродуктовом комплексе при использовании рыночных цен часть предприятий становятся прибыльными, одни –

убыточными и при кластеризации данные процессы могут сохраняться. Важным звеном регионального зернового кластера являются крупные зерновые компании, холдинги, сосредоточившие крупные хлебоприемные предприятия по приемке, сушке, хранению и отгрузке зерна, они включают высокопроизводительные мукомольные предприятия, располагающие современной техникой международных производителей. В составе данных компаний находятся крупные, средние и мелкие сельскохозяйственные предприятия, производящие зерно, разработавшие свою технологическую стратегию и структуру производства, тактику, поведение на рынке, ценообразовательную политику.

В регулировании взаимоотношений субъектов кластера, в обеспечении интересов, согласования индивидуальных и корпоративных целей, регулирования внутренних ассортиментных, ресурсных, ценовых и других пропорций необходимо использовать регулирующие механизмы: нормативы обменно-распределительных отношений; цены на продукцию, реализуемую конечную продукцию. Сложными являются вопросы формирования оптимальных экономических взаимоотношений субъектов регионального кластера, обеспечение реализации индивидуальных и корпоративных целей, вопросы регулирования ассортиментных, ресурсных, ценовых интересов. Основная часть экономических отношений внутри кластера – это механизм распределительных отношений, возникающих по поводу обмена промежуточной продукции, ресурсов и услуг и распределение дохода от реализации конечной продукции на внешнем рынке. Распределительный механизм должен обеспечить реализацию интересов участников кластера. Следует отметить и особенность региональных кластеров как обширную сферу деятельности предприятий.

Ключевые слова: кластер, зерновое производство, продукция, механизм, взаимодействие, отношения, услуги, цены, субъекты, участники, регулирование, ресурсы.

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