



SEARCH AND MARKET RESEARCH OF COTTON VARIETIES AND SEEDS

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**Abstract:** *The transition to market-based relations in cotton production following the abolition of state procurement has required fundamental reforms in the seed production system. The imbalance between supply and demand for cotton varieties and seeds leads to overproduction of certain varieties and shortages of others, resulting in economic losses and deterioration of fiber quality. The study analyzes the structure of the cotton variety and seed market under free market conditions and substantiates the necessity of introducing modern marketing services and intersectoral balance models. The proposed approach allows optimization of multiplication coefficients, assortment structure, reproduction categories, processing technologies, and service infrastructure. The formation of a balanced seed market based on supply–demand equilibrium is identified as a key factor for improving efficiency and competitiveness in cotton production.*

**Keywords:** *cotton (*Gossypium spp.*), seed production, variety market, seed market, multiplication coefficient, marketing services, reproduction categories, supply–demand balance*

## INTRODUCTION

The liberalization of cotton production and the cancellation of state procurement have significantly changed the organizational and economic conditions of the industry. Under market conditions, seed production must operate on the basis of analytical planning and demand forecasting. The variety market differs from the seed market in that the patent holder transfers exclusive rights to the variety, whereas the seed market involves licensed production and commercialization of certified seeds. The absence of effective marketing mechanisms has historically led to loss of varietal purity and decline in cotton fiber quality.

**Materials and Methods.** The research is based on long-term analytical observations, comparative assessment of seed production practices, and evaluation of supply and demand balance in cotton varieties. The methodological approach includes economic analysis, modeling of intersectoral balance systems, and assessment of multiplication coefficients for various reproduction categories. Special attention was given to market forecasting, assortment planning, and evaluation of seed processing technologies.

**Results.** The study revealed that imbalance in seed demand and supply leads to irrational use of breeding material. Overproduction results in diversion of valuable seeds for technical purposes, while shortages force the use of low-quality seeds for sowing. The introduction of intersectoral balance models enables more accurate planning of seed production volumes and reproduction structures. Establishment of specialized marketing



services allows identification of promising varieties, determination of optimal multiplication coefficients, selection of qualified producers and processors, and formation of an effective dealer network.

Discussion. The formation of a civilized cotton seed market requires coordinated interaction between breeders, seed producers, processors, dealers, and farmers. Market infrastructure should include forecasting systems, pricing strategies, service support mechanisms, and export potential assessment. The development of innovative incentive mechanisms will stimulate all stakeholders and contribute to improved competitiveness of national cotton varieties.

Conclusion. The organization of cotton seed production under free market conditions necessitates the establishment of a comprehensive marketing and service infrastructure. Balanced supply–demand management, scientifically based multiplication planning, and effective dealer systems are essential for sustainable development of the cotton industry.

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