

# **Digitalization of Horticultural Enterprises in the Agricultural Sector of the Agro-Industrial Complex in the Management System for Sustainable Development of Rural Areas**

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**Abstract:** A new era in the development of the Russian economy is associated with the need for its industrial digitalization. The conservatism of the horticultural branch of agriculture and the lack of specialists in information technology is an obstacle to the transition of enterprises producing fruit and berry products to digital management in the agricultural sector of the agro-industrial complex. A macrosystem scientific platform is proposed for solving various tasks of “precise” and “smart” farming. As the primary stage of digitalization, the creation of a database and knowledge, in relation to industrial gardening, is proposed.