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BASIC ELEMENTS IN THE SYSTEM OF GUARANTEEING THE VIGOR, SAFETY OF THE GROWER AND THE IMMEDIATE ASSESSMENT OF THE PROBLEMS OF THE VIGOR OF GRUB PRODUCTS**БАЗИСНІ ЕЛЕМЕНТИ В СИСТЕМІ ГАРАНТУВАННЯ ЯКОСТІ, БЕЗПЕЧНОСТІ У ВИРОБНИЦТВІ ТА СУЧАСНЕ ОЦІНЮВАННЯ ПРОБЛЕМ ЯКОСТІ ХАРЧОВОЇ ПРОДУКЦІЇ****Рыліпко Т.М. / Приліпко Т.М.,***d.a.s., prof. / д.с.н.. проф.*

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Abstract. *It is very important to maintain the stability of the quality of food products. The buyer is interested in the methods, techniques and materials with which the manufacturer ensures the stated expiration date. Trust in the manufacturer can quickly collapse if the consumer learns that ingredients and technologies are used that can negatively affect human health. The buyer appreciates natural products with short expiration dates, including organic products, and is ready to pay a higher price, but will not buy again products that are stored in the refrigerator for months and do not spoil. In Ukraine, the system of control bodies for food safety is in the process of reforming, but at this time, it remains built on the basis of legislative acts adopted earlier: "On the safety and quality of food products", "On veterinary medicine", "On the protection of consumer rights " etc. The urgency of creating a single independent body for control and supervision of food safety, by analogy with the European one, has not yet been reflected in Ukrainian legislation. Food safety is a primary problem for economic development, the health care system, the national.*

Keywords. *Quality, food products, consumer, system of control bodies, producer.*

It is generally known that the production of high-quality and safe products in the global market space for the population provided with food products is of particular importance. After all, food products are a source of fats, proteins, carbohydrates, mineral and extractive substances, vitamins.

Taking into account the peculiarities of the modern food market, it should be noted that the producers of the world trade community define the high quality and safety of food products as the main strategic commercial potential and the source of the formation of the national authority of each country. Therefore, an important aspect of the activities of the governments of the international community is the formation of legislation aimed at protecting consumers from potential health hazards that may come with the consumption of food products. For example, such a danger can potentially arise as a result of falsification of a food product or the provision of unreliable and incomplete information about the properties of products. In this regard, the introduction of measures related to the introduction of guarantees for the production of high-quality and safe food is gaining more and more relevance. The



review of regulatory and technical documents relevant for the world community allowed to determine the scope of the "normative basis" intended for determining the requirements, conditions, features of the implementation and operation of measures necessary for the introduction of quality and safety guarantees in the production of food products.

The key requirement put forward by Europe regarding the production of food products by candidate countries for joining the EU, or their import from third countries, is compliance of these products with the same high requirements as products produced within the Community.

National Food Safety Authorities have been established in each EU country in order to achieve higher standards in this area and guarantee effective control in this area. National control systems on the territory of the EU differ in countries: they vary from completely centralized systems (Netherlands, Denmark, Belgium) to decentralized ones, in which the competent authorities work on the basis of regional (Germany) or local systems (Great Britain, Ireland).

Since 2002, the General Food Law has been in force in the EU, which defined the main principles and procedures for guaranteeing the safety of food products. Within the framework of this law, the Unified Food Safety Authority was created. This organization started its activities in 2003. It focuses on risk assessment and scientific advice in the field of food safety.

In Ukraine, the system of control bodies for food safety is in the process of reforming, but at this time, it remains built on the basis of legislative acts adopted earlier: "On the safety and quality of food products", "On veterinary medicine", "On the protection of consumer rights " etc. The urgency of creating a single independent body for control and supervision of food safety, by analogy with the European one, has not yet been reflected in Ukrainian legislation. Food safety is a primary problem for economic development, the health care system, the national economy of tourism and trade.

The food supply system is international in nature. Effective cooperation between the governments of countries, producers and consumers of food helps to ensure the safety of food products. Ukraine, including at the legislative level, is trying to solve the issue of food security. But this is a question not only of the state, but also of each of us personally. Responsibility in the matter of choosing products and preparing one's own diet is the key to maintaining health and preventing a whole range of diseases related to the way of eating.

The developed concept of total quality management is based on the principle of continuous quality improvement, system and process approaches, the leadership of the manager and the involvement of all employees in improving quality, meeting the needs of customers.

Food products belong to a special group of goods, because a person eats food every day, several times a day, using products, including processed agricultural products. In most cases, these products are perishable, subject to microbiological contamination, possibly with residues of pesticides, veterinary drugs, etc.

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Issues of the quality of food products are determined by relationships in the producer-consumer system, and another risk factor also applies to this process, which includes the participation of wholesale and retail trade structures. The next risk factor is based on the fact that counterfeit products may reach the buyer.

In most cases, the problems of product safety and falsification are invisible to the consumer who does not have sufficient tools and professional experience. The consumer hopes for state guarantees in the field of ensuring safety and protection against falsification of food products.

The combination of consumer requirements regarding the nutritional value and sensory properties of the product is attributed to the biological quality or core quality of food products. In most cases, these requirements are decisive when deciding to purchase a product. In recent years, food enterprises pay more and more attention to the organoleptic properties of products. This applies both to the product itself and to the packaging, which should functionally ensure the preservation of the declared quality properties during the shelf life. In addition, the aesthetics and attractiveness of the packaging, as well as the information printed on it, are of great importance.

The quality of food products can be characterized by the main parameters using the "quality star". In the conditions of crisis phenomena, the price of the product takes one of the first places. A decrease in income and a change in the population's expenditure structure led to a significant decrease in demand for the relatively expensive segment of food products. As a result of import substitution, foreign suppliers of raw materials and materials are replaced by domestic ones, more efficient logistics systems are used, and production costs are reduced.

The growth of competition and the simultaneous decrease in consumer demand forces manufacturers to more responsibly comply with the requirements of regulatory documentation regarding quality, to move to the implementation of stricter requirements of national standards.

Consumers' trust in certain products and manufacturers is the result of a complex measure, which is based on their own feelings of organoleptic properties, advice from friends and relatives, advertising, watching television programs, etc. Such trust is directly related to the target audience of consumers of this product. The manufacturer's challenge is to continuously expand this audience by fulfilling their



current and future desires that lead to repeat purchases.

The quality of the product, its appearance, taste, aroma, structure, consistency, as well as the convenience, functionality and informativeness of the packaging at an affordable price primarily attract buyers. and new products, it increases its target audience, increases the competitiveness of products and expands market share.

Traceability is considered an effective quality improvement tool and allows tracking the movement, location and origin of raw materials, food products and ingredients intended for use at all stages of the life cycle. Tracking allows you to create consumer confidence that the manufacturer manages the safety and quality of manufactured products, reducing the likelihood of appearance, including counterfeit products.

It is very important to maintain the stability of the quality of food products. The buyer is interested in the methods, techniques and materials with which the manufacturer ensures the stated expiration date. Trust in the manufacturer can quickly collapse if the consumer learns that ingredients and technologies are used that can negatively affect human health. The buyer appreciates natural products with short expiration dates, including organic products, and is ready to pay a higher price, but will not buy again products that are stored in the refrigerator for months and do not spoil.

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The integrated system has an obvious hierarchical structure: quality management system (developed in accordance with ISO 9001); safety management system (developed in accordance with ISO 22000, the basic principle of which is risk control according to HACCP principles); prerequisite programs (developed in accordance with "Good Manufacturing Practices (GMP) and "Standard Sanitary Operating Procedures" (SSOP) and others [1].

Therefore, the controlling direction of "Good Manufacturing Practice" GMP and "Standard Sanitary Work Procedures" SSOP conditions the functional significance of prerequisite programs in ensuring quality and safety guarantees in the production of food products. And the problem of quality and safety of food products is relevant for solving in modern theory and practice of commodity science.

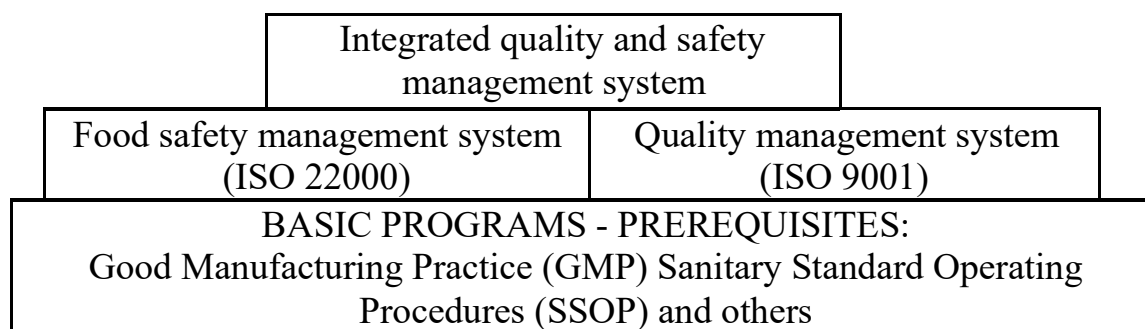


Fig. 1 Hierarchy of provisions for guaranteeing the quality and safety of food products

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***Анотація.** Дуже важливо підтримувати стабільність якості харчових продуктів. Покупця цікавлять методи, методи та матеріали, за допомогою яких виробник забезпечує заявлений термін придатності. Довіра до виробника може швидко зруйнуватися, якщо споживач дізнається, що використовуються інгредієнти та технології, які можуть негативно вплинути на здоров'я людини. Покупець цінує натуральні продукти з коротким терміном придатності, в тому числі органічні, і готовий платити більшу ціну, але не буде знову купувати продукти, які місяцями зберігаються в холодильнику і не псуються. В Україні система органів контролю за безпечністю харчових продуктів перебуває в стадії реформування, але наразі залишається побудованою на основі прийнятих раніше законодавчих актів: «Про безпечність та якість харчових продуктів», «Про ветеринарну медицину». », «Про захист прав споживачів» тощо. Актуальність створення єдиного*



незалежного органу контролю та нагляду за безпечністю харчових продуктів, за аналогією з європейським, досі не знайшла відображення в українському законодавстві. Безпека харчових продуктів є першочерговою проблемою розвитку економіки, системи охорони здоров'я.

Ключові слова. Якість, продукти харчування, споживач, система органів контролю, виробник.