

DEVELOPMENT TREND OF COMMODITY SCIENCE UNDER CURRENT CONDITIONS

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The purpose of the article is to define current trends in commodity science. With the change of social and economic conditions, some problems become topical again and need new approaches. First of all trends includes: requirements for the quality of goods, their identification for detecting or preventing falsifications, as well as modern packaging facilities.

Today, commodity science, first of all, means applied economic discipline, which studies the consumer properties of goods. However, unlike marketing, commodity science is more connected with functions that require deep knowledge of the consumer properties of goods.

Different goods of the same intended use can satisfy requirements of the user in different ways what means that they have different qualities. That is why it is quite natural that one of the most important tasks of commodity science is the study of consumer properties of goods, the disclosure of regularities of forming the quality of goods at all stages of its life cycle.

However, no matter what is quality control, both at production and sales outlets, there is no less important problem – falsification. The object of falsification is the most attractive package according to its exterior that imitates a product of high quality, while the contents of the packaging are most times falsified.

The products which are manufactured in Ukraine and imported in most cases are transferred from manufacturer to consumer in packed form. Therefore, scientific and technological progress and expansion of production volumes were brought out by the packaging industry in the developed countries at the level of leading industries of the economy. The rapid expansion and improvement of this economy in the second half of the twentieth century allowed to reduce the loss of production, to guarantee the preservation of its quality, increase the shelf life.

As a result, it can be proved that the future on the packaging market for new, modern and technological packaging materials, which gradually substitute the usual cardboard and glass.

So, the modern stage of the development of commodity science is characterized by the integration of scientific knowledge of various branches. All this is done for a person, and meeting his growing needs. And since modern society is a consumer society, commodity science as a science is becoming more and more high-demand. At the present stage all of this obliges development of commodity science to harmonize both trends – practical and scientific, as they complement and enrich each other, as well as define new problems and ways of developing commodity science, for the needs of our society, which are increasingly rising.