

MAIN MEASURES TO IMPROVE THE QUALITY AND SAFETY OF FOODSTUFFS

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Society is constantly in a competitive environment, in any industry, people are trying to get the most benefit, in our case, manufacturers are trying to maximize profits for their product, regardless of anything. The possible way to make a profit is to: improve the quality of the product, mislead consumers, and manufacture and sell illicit or counterfeit goods. Because of this, ensuring the quality and safety of food products, as one of the factors for improving the health of the population, today is extremely relevant. It is necessary to provide commodity researchers, consumers with the necessary knowledge about the timely recognition of poor-quality products.

In modern society, such indicators as: poor-quality food products consumed by people, the state of natural ecosystems, all this always leads to negative changes in health and well-being of a person. Modern scales of ecological changes have created a real threat to the life and health of Ukrainian citizens and their national security. The deterioration of the environment due to emissions from industrial enterprises, transport, communal services leads to pollution of drinking water, air and soil. The unfavorable environmental situation prevailing in our country can

not but affect primarily the quality of food and other consumer goods.

All these problems when using the new approach can be controlled. This will detect the threat at an early stage and prevent the production of a dangerous product and, accordingly, the entry of such a product to the consumer. At the legislative level, this is enshrined in the form of the requirement for mandatory introduction of a food safety management system on the principles of HACCP.

Thus, providing access to a variety of safe and healthy food products is one of the main responsibilities of our state and important for the protection and strengthening of the health of the nation. Solving the problem of food safety and quality requires improvement of the state policy in the field of quality and safety of food, review of the state policy and vision in the product is safe. In the process of integration of the country into the European economic community, the development of this policy needs to take into account the experience of the EU countries in the field of food security, but also to find possible measures to improve their products on their own, since EU legislation is not ideal and may also require changes and additions.