



THE PARADOX OF UKRAINIAN CONSUMER BASKET

Tikhonova Anastasiia, PhD student

National University of Food Technologies
Ukraine, Kiev, Str. Volodumurska,68
E-mail: juzik_n@mail.ru

Keywords: food security, consumer basket, need.

The paper analyses the problem of existence of consumer basket in Ukraine, which is «old-fashioned» and does not meet modern standards of living in Ukraine.

National security of a region or a district, as well as whole country, depends on the food security of this country. So, today the issue of food security becomes increasingly important and requires closer attention.

In Ukraine, at this time there is rather low standard of living and social protection of large segments of the population, decline in the nation's health, crisis demographic processes. These factors determine the need of introduction measures of ensuring food security in Ukraine, improvement of state policy of national, including social security.

Current problems in this area is existence of "old-fashioned" consumer basket, which does not meet modern standards of living in Ukraine and in accordance with applicable law can not be considered as legitimate. Existing basket is unable to meet the actual needs of the population and requires immediate review by the government. In society there is a perception: "If eat in accordance with the standards of the consumer basket, it is the easiest way to get to the hospital with a diagnosis of "exhaustion"".