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100. Fight of producers for the world food market

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Introduction: Nowadays, the world is worried about the healthy food. This problem was firstly arisen in the West European countries and The USA. These developed countries last thirty years got involved in fast foods, exactly The USA. Such way of life has created very serious problems, such as: obesity, diabetes mellitus and dozens of other. So the companies started to discuss how they can change their product line, and of course, at least, keep the profits on the same level.

Resources and methods: We have used abstraction, analysis, synthesis as methods of scientific research in the article. For food and drinks companies, rising obesity rates present a conundrum. Companies have a duty to their shareholders to make money. All big food companies are working hard to sell more products to more countries of the world. Many unhealthy products are very profitable. But companies do not want to be vilified for helping to make people fatter. The specter of government regulation looms large. Many firms are now conflicted, continuing to hawk unhealthy products yet also touting elaborate plans to improve nutrition. They insist they will help lower obesity rates, not raise them, but there is room for doubt.

Dynamics: over the past decade sales of packaged foods around the world have jumped by 92%, to \$2.2 trillion this year, estimates Euromonitor, a research outfit. In Brazil, China and Russia sales are three to four times their level in 2002. Many food companies offer both indulgent products and healthy ones such as Nestlé's Greek yogurts.

Soft drinks are another matter. Coca-Cola and PepsiCo control nearly 40% of the world's fizzy-drinks market between them. Sales of soft drinks across the world have more than doubled in the past decade, to \$532 billion; in India, Brazil and China sales of fizzy drinks have more than quadrupled. This is troubling, given that sugary drinks accounted for at least 20% of America's weight gain between 1977 and 2007, according to Gail Woodward-Lopez and her colleagues at the University of California, Berkeley.

Fast-food chains, have spread far into developing markets. McDonald's is now in 119 countries. Yum! Brands, owner of KFC, Taco Bell and Pizza Hut, derive 60% of its profit from the developing world, and there is plenty of growth potential left. Yum!'s chief

executive, David Novak, explains that the company has 58 restaurants for every 1m Americans, compared with just two restaurants for every 1m people in emerging markets.

But even as they are expanding, food companies are keen to show that they take the obesity problem seriously. The International Food and Beverage Alliance (IFBA), a trade group of ten giants including Coca-Cola, Mondelez and Nestlé, has given global promises to make healthier products, advertise food responsibly and promote exercise. More specific pledges are being made in rich countries, where obesity rates are higher and scrutiny is more thorough. In England 21 companies have struck a “Responsibility Deal” with the Department of Health which commits them to help people consume fewer calories. In America, the biggest and most closely watched market, 16 companies have promised to cut 1.5 trillion calories from their offerings by 2015 (an amount based on a rough calculation of how much the average American should cut from his or her diet to be healthy).

Results: Virtually, every company has a plan of its own to improve nutrition, some more robust than others. There are three general approaches: cut out bad ingredients, add good ones or introduce new products. Kraft says it has come up with 5,000 healthier products since 2005, either by improving the recipe for those already on the market or launching new ones. Coca-Cola has reduced the average number of calories in its drinks by 9% since 2000 and continues to study new types of low-calorie sweeteners in addition to those it is already using. Market of food products: revenue of the biggest food companies in the world: Nestle – CHF 92.18 bn., Unilever – Euro 51.32 bn., PepsiCo – US Dollar 65.49 bn.

Conclusions : It is clear that some big world companies like PepsiCo, Nestle are trying to solve problem arisen due to the people’s consumption of fast food. All businesses are interested in profits, that’s why it is so hard to solve the problem of unhealthy food in the world. These transnational companies start changes of their products in the USA and West-European countries. In our opinion, companies shouldn’t try to solve their problem in a way of delivering unhealthy food for the world food markets. They also try to save their profits and at the expense of people’s health in developing countries to develop products for developed countries.

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