

USE OF SENSORY ANALYSIS RECOMMENDATIONS FOR EVALUATION OF ORGANOLEPTIC INDICATORS OF QUALITY OF GOODS

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Abstract. The basic techniques of sensory analysis, which are used in the evaluation of organoleptic indicators of product quality, are considered. The main methods of product quality evaluation are described. It is emphasized the importance of carrying out an organoleptic assessment of both the quality of finished products and the raw materials from which they are made. For example, indicators are presented, which evaluated the quality of sugar biscuits. The advantages and disadvantages of sensory analysis are indicated.

Key words: quality of production, quality of raw materials, sensory analysis, organoleptic parameters.

I. Introduction

In the process of acquiring any product we do not realize we carry out sensory analysis. Our subconscious mind draws attention to the color, appearance, fragrance and product packaging. There are many different methods and indicators that can help you evaluate the quality of your products.

The main methods for assessing the quality of products are organoleptic, expert and laboratory. But the most important method remains organoleptic, which helps to quickly and easily assess the quality of products with the help of human sensory organs. One can evaluate the quality of the product, but a highly skilled specialist can make a reliable assessment.

For those enterprises that produce food, organoleptic evaluation plays a significant role. It is estimated not only the quality of finished products, but also raw materials in the first stage of production. The deficiencies found are immediately eliminated and the production of low-quality goods ceases. To date, to get around and

be a leader among all competitors, it is not enough just to have a high quality product. In the first place, it is important that the product has demand among buyers. Market research shows that consumers first look at the price, but only then on quality. Then decide to buy the product or not.

Therefore, it should be noted that the quality of the goods is important, but other factors that influence the decision of the consumer should be taken into account.

II. The statement of the problem

The urgency of the topic is that each enterprise seeks to produce high-quality products, which will fully satisfy the requirements and tastes of consumers both in the domestic and foreign markets. When producing high quality goods, the quality of raw materials is of prime importance. Therefore, in order to be sure of the quality of manufactured products, the method of sensory analysis is used.

Organoleptic evaluation can be carried out by many experts, set various points and establish the appropriate characteristics of a product, but the last assessment is always the consumer.

A lot of domestic and foreign scientists worked on this topic. Among them: Adamchuk L.O., Zhuk V.A., Kolesnikov V.T., Kante V. M., Pavlov I.P., Sidorenko O.V. and many others. The purpose of the study is to study methods of using sensors to assess the organoleptic quality of products.

III. The result

Organoleptic methods are those methods through which the values of the indicators of quality of products are investigated through the use of human sensory organs (taste, vision, aroma, touch and hearing). The word "organoleptic" went from the Greek word organon, which means an organ or instrument, and leptikos - which means brothers. Together, this is all explained as "appearing through the help of the senses". Domestic scientists use the definition of "sensory", which means to feel [1].

In order to study the quality of products, one must be very good at being able to carry out an organoleptic assessment of the quality of goods, that is, to have excellent abilities and knowledge in the field of sensors research. The choice of quality metrics

directly depends on the product that will be checked. Sensory knowledge is the ability of the senses to perceive the organoleptic characteristics.

If mistakes are made during sensory analysis, this is explained by the low level of specialist education. Factors that affect the accuracy of the organoleptic evaluation indicate the possession of sensory literacy and well-developed sensory memory [3].

DSTU 3993-2000 states that the organoleptic method is a method that determines the values of quality indicators of products with the help of human sensory organs. Using the sensory evaluation on an example of a sugar cookie, one can study the characteristics of a product such as flavor, shape, color, taste, consistency, appearance in a fault, surface and appearance [3].

The appearance can be judged by our view. If the shape of the goods is corrupted, this indicates the wrong decoration or storage of the goods. In the event of a violation, the spoiled product is recycled or recycled.

The sense of touch helps to investigate the consistency, temperature, properties of the product and the feature of the physical structure of products.

Color is the main element of aesthetic design. It is capable of attracting attention and acting as an indicator of benign production.

Noodles help identify such characteristics of the product as smell and aroma. Aroma is the feeling that appears during exposure to odorous substances in the nose receptor. The smell of an unproductive product means that there was a breach of manufacturing techniques during production, spoiled ingredients were used, or finished products were not properly stored [2].

Taste and taste sensations are of the utmost importance in assessing the quality of products. The taste has such feelings that during taste of the product evoke taste buds. Specialists distinguish four main flavors such as: salty, sweet, bitter and sour. You can probably recognize the salty taste, just as fast and sweet. It's harder to detect sour, and the hardest to feel bitter taste. To feel bitterness, you need to slowly chew the product. Taste is estimated by the taste buds of the human body that are in the oral cavity. Tasting some kind of dish, we feel not only the taste, but also other properties of the product.

Organoleptic evaluation can provide correct results if the specialist complies with all requirements of the DSTU for a certain category of product. The number of products to be evaluated should be small, so if the specialist provides more than 15 samples of one product, the feeling of uniqueness of each product is reduced, resulting in inaccurate evaluation [1].

For example, hearing and sound sensations are used when assessing the ripeness of watermelons and studying the saturation of carbon dioxide in champagne. The form is evaluated by the appearance of the product itself, how convenient it is to store, what technology is manufactured and what the product is intended for.

The organoleptic method also has certain disadvantages. These include:

1. Subjective evaluation of a specialist, which may not always correspond to reality, depending on health and well-being.
2. Semanticism and insufficient reflection of the results.

When sensory analysis is performed, sensory organs serve as receptors for obtaining proper sensations, and indicators are determined by the method of analyzing the sensations obtained in the process of the acquired experience and the marks are expressed in points. The organoleptic method can use such tools as: magnifier, ruler, etc. Sensory analysis can measure food, alcoholic beverages, tobacco, cosmetics, medicines and many others.

The room in which the sensory analysis is conducted should have good illumination and purity. The light should be natural, because artificial light has the ability to change the true color of the product being studied. The room should be well ventilated, without any foreign odors [3].

IV. Summary

The assessment of the quality of goods is not a single organ of sense, but in a complex. In an organoleptic assessment, absolutely all organs of a person must participate. If you generally evaluate any product, the study begins with the use of the organs of vision, which results in the first evaluation of color, form, and only then take into account other senses, through which the specialist determines whether the selected product meets all the requirements of quality. After evaluation of food

products, the final conclusion according to the quality of the product is determined by the taste receptors. On the basis of the results obtained by the eyes, smell and taste, a specialist assessing the product concludes whether or not a tasty product.

So, we can confidently say that with the help of our senses, we have a unique opportunity to quickly and inexpensively explore the quality of the product we need. Human senses are not able to replace any instrument or machine. Therefore, we always have a choice, to develop our own sensory sensations or not.

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