

39. The Creation of Dietary Supplements

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Introduction. Environmental pollution is one of the most serious problems facing people all over the world. Ukraine suffers from the accident in Chernobyl, which has a negative impact on the world around us. Such influences cause numerous changes in human health. Physical human health and nutrition are in close relationship. Contaminants enter the human body with food products. In order to improve the quality of nutrition, the invention of dietary supplements should be expanded.

Materials and methods. The analysis of the use of dietary supplements in the food industry of Ukraine was conducted. The study highlights the manufactures of bakery products.

Results. The fortification is quite new for Ukraine. Our country does not have a special system supported at the state level. The enrichment of sunflower oil with vitamin A was the first successful example of food fortification emerged in Ukraine. Nowadays the number of beverage producers that enrich their products with useful substances such as dietary supplements, folic acid and vitamin complexes is increasing rapidly. For example, the products of companies of the group of grain products are presented in Ukraine in the form of ready-made breakfast cereals enriched with vitamins and minerals. Dairy products group includes products which usefulness is ensured by the presence of vitamins, microelements, iodized protein, dietary supplements, bifidobacteria, etc. In fat-and-oil group combined oils are the main focus of research. They are functional products due to improvement of the structure of fatty acids and low cholesterol, additional enrichment with vitamins A, D, E.

It is necessary to enrich bakery products. The processing of wheat and rye grain into flour is accompanied by significant loss of vitamins, minerals. The MAX loss of vitamins is observed in the production of high grade flour from wheat, which contains 63 % of thiamine, 78% of niacin, 70% of vitamin B6 and 33% of folic acid.

In 2018, it was planned to saturate wheat flour of the highest and first grade with folic acid. Nowadays, there is no fortification of bakery products in Ukraine. A sufficient amount of folic acid in food decreases risk of cancer. The expediency of enrichment of bread with vitamins is also emphasized by the fact that bread in Ukraine remains the product of mass consumption, especially among the disadvantaged population.

Conclusion. The use of bakery products and other mass-market products, additionally enriched with vitamins, will allow the producers to attract more population groups. Having analyzed the Ukrainian market of functional food, we can conclude that mass-market products dominate. Improvement of health of the population of Ukraine is possible only with an integrated approach to the problem of nutrition. It is proposed to develop this field of activity, taking advantage from the positive experience of foreign countries and involving potential investors.

References

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