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ТЕХНОЛОГІЇ, ЯКІСТЬ ТА БЕЗПЕКА”***

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Секція 8. ЕКОБЕЗПЕКА ТЕХНОЛОГІЙ ТА ПАКУВАЛЬНІ МАТЕРІАЛИ У ВИРОБНИЦТВІ ОЗДОРОВЧИХ ПРОДУКТІВ.

С. Літвинчук, А. Сірик, О. Євтушенко	143
Роль екологічного пакування у підвищенні безпечності споживання меду	
Т. Переверзева	145
Екологічна та інтелектуальна упаковка: тренди сучасної харчової індустрії	
В.Ткач, Ізабел О'Ніл де Машкареньяш Гайвау, Т. Морозова, Я. Іванушко, Ана Нову Барруш	148
Визначення поліфенольних сполук і сукралози в оздоровчих напоях для діабетиків. Теоретичний опис	
N. Stetsenko	149
Environmental aspects of craft technologies of health products from the position of the sustainable development concept	
О. Душак, Т. Данилова	151
Комплексна роль упаковки в системі харчової безпеки	

Секція 9. ТЕХНОЛОГІЇ НАТУРАЛЬНИХ ДІЄТИЧНИХ ДОБАВОК: ВЕКТОРИ РОЗВИТКУ.

І. Кобаса, М. Воробець, В. Євлаш	153
Технологічні аспекти отримання дієтичної добавки «клітковина гречана» на основі гречаної лузги	
Н. Черно, К. Науменко, К. Єршова	155
Геміцелюлози як біополімерна матриця для стабілізації куркуміну	
І. Солов'янчик	157
СО ₂ -екстракти – цінні компоненти для харчових продуктів функціонального призначення	
О. Боднарчук	160
Вилучення біологічно активних речовин з рослинної сировини методом екстракції зрідженими інертними газами	
В. Шерганов	162
Вектори розвитку технологій натуральних дієтичних добавок: наукове обґрунтування та концепція мультифункціональної нутрицевтичної системи для спортсменів-єдиноборців	
В. Смоляр, І. Карпович, Є. Омельчук, І. Крапивницька	165
Пектин медичного призначення з бурякового жому: отримання, властивості	

**ENVIRONMENTAL ASPECTS OF CRAFT TECHNOLOGIES OF HEALTH PRODUCTS
FROM THE POSITION OF THE SUSTAINABLE DEVELOPMENT CONCEPT**

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Modern trends in the development of the food industry indicate a growing interest in local producers and environmentally friendly products, especially health food. Consumers are increasingly paying attention not only to the quality and taste of products, but also to their ecological footprint, production conditions and environmental impact. This creates favorable conditions for the development of craft industries, which by their nature are more environmentally friendly, flexible in taking into account healthy eating trends and preferences of different population groups. The reaction of craft products is characterized by small production volumes, an individual approach to each batch of products and special attention to the quality of raw materials and finished products. Unlike mass production, craft enterprises usually use traditional methods of processing and processing, minimize the use of chemical additives and preservatives. This allows not only to preserve the natural taste and benefits of products, but also to ensure minimal impact on the environment [1].

The environmental component is one of the key characteristics of craft production. This approach involves a responsible attitude to the environment at all stages of the production cycle: from the selection of raw materials to waste disposal. Craft producers often strive to preserve traditional production methods and use local ingredients, which can help preserve the cultural heritage of the region. In addition, craft production can be associated with more environmentally friendly methods of manufacturing products and more responsible use of natural resources.

The following main aspects of environmental friendliness in craft production of health products can be distinguished. First of all, this is the use of natural raw materials, mainly local, which are grown without chemical fertilizers and pesticides, which ensures the quality and safety of the finished product. At the same time, transportation costs and carbon footprint are insignificant. In addition, a characteristic feature is the use of gentle production methods, such as energy-saving technologies that minimize the loss of nutrients and micronutrients, preserve the natural properties of raw materials.

Craft health products are characterized by the implementation of low-waste production with the processing of secondary raw materials or the utilization of product residues by creating compost, animal feed or new products. The current trend is ecological packaging, the use of

biodegradable or recyclable packaging, the rejection of plastic in favor of materials that have a lower impact on the environment (for example, glass, paper, bamboo, etc.). Therefore, there is a tendency to develop regional traditions taking into account the sustainable use of natural resources.

The philosophy of craft production is based on the principles of sustainable development and responsible consumption. Manufacturers strive to create a product that not only meets the needs of consumers, but also takes into account the interests of future generations. This is manifested in all aspects of production: from the selection of raw materials, defining the concept of a new health product and choosing its packaging.

Thus, the connection between craft production and sustainable development policies is formed at both the regional and national levels. In the regional context, craft food production is a powerful factor in supporting local economies, as it creates stable jobs, which is especially important for rural communities, where the population is preserved, its income increases, and migration processes are counteracted. In the context of decentralization and regional development, such production strengthens the economic autonomy of communities and becomes a driver of local entrepreneurship, in particular among women and youth [2].

At the national level, the development of craft production of health products directly contributes to the implementation of key sustainable development goals, namely Goals 2 - Eradicate hunger, ensure food security and improved nutrition, and promote sustainable agriculture; Goals 3 - Ensure healthy lifestyles and well-being for people of all ages; and Goals 12 - Ensure the transition to sustainable consumption and production patterns.

Therefore, craft production of health food products is a relevant trend in the modern market, it is focused on creating high-quality products with unique organoleptic properties, high quality and safety indicators, as well as a positive impact on the health of consumers.

Crafters are able to demonstrate maximum flexibility, quickly change the product range depending on market trends and consumer preferences, and produce products to order. This provides competitive advantages for craft production and the possibility of its dynamic development. A manufacturer must be willing to take risks and innovate to improve their craft products and production processes. They must always be looking for new recipes, ingredients, and ways of making products to remain competitive.

Література

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