

26 – 29 May 2013, Kyiv, Ukraine

PROBLEMS OF PROVIDING HIGH-QUALITY RAW MATERIALS OF THE BAKERY ENTERPRISES

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Permanent demand on products of the bakery enterprises predetermines the necessity of the daily and continuous providing population of bread. The quality of bread and bakery products plays an important role in the competitive conditions. The microbiological safety and the short storage time acquire an important value, such because main characteristic features of bakery are rapid spoilage of products, loss of taste, original appearance etc.

It is important to have high-quality raw materials in sufficient amount for providing the activity of bakeries and satisfaction of consumers.

Great impact on development of bakeries make the producers of flour: in the pattern of consumption of flour about 85-88 % is for bakery industry. Actual acts and laws do not satisfy the producers of bread, so they are set too low a necessary level for producers and consumers. At the state level Agrarian fund provides the bread producers with a flour. Quality of its raw materials is insufficient for the bakeries enterprises and a price exceeds commercial suggestions. In the conditions of government control of profitability of the bakery enterprises force to buy a flour in the states.

The necessity of increasing volumes of flour's sale and low level of profitability of its realization at the Ukrainian market compelled large producers to increase the sales volumes to the foreign markets.

The necessity of development of the bakery enterprises requires to provide the producers of flour by high-quality grain; to pass to the free pricing on the markets of bread and bakery products that will assist to the development of competition on the food markets of grain and flour.

KEY WORDS: quality, bakery enterprises, flour