

# **CREATION OF A FOOD CHAIN TO PROVIDE COMPLETE DIETARY NUTRITION**

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The modern diet food market is quite diverse and dynamic. New types of foods different in composition, taste and functional properties appear every day. The analysis of the modern assortment and promising directions for improvement of food products is an urgent problem, as it makes it possible to reveal trends in market development, determine the most promising directions, and determine possible ways of creating new ones or improving existing ones.

The main current problems in human nutrition, according to research conducted by such influential organizations in the field of health and nutrition research as WHO, the Centers for Disease Control and Prevention (CDC) and the International Nutrition Research Institute (IFPRI), are:

1) Excessive consumption of processed foods and harmful ingredients: A large number of prepared foods sold in supermarkets contain large amounts of sugar, salt, saturated fat and other harmful ingredients. Their excessive consumption can lead to the development of obesity, diabetes, cardiovascular diseases and other diseases.

2) Inadequate consumption of vegetables and fruits: Many people do not get enough vitamins and minerals that are necessary to maintain good health. This especially applies to children, adolescents, women during pregnancy and breastfeeding, as well as to older people.

3) Unfavorable conditions for obtaining products: food security is insufficient in many countries of the world. Many people live in poverty and do not have enough money

to buy enough food. In some regions of the world, there are also problems with the availability of fresh vegetables and fruits due to climatic conditions or distance to markets.

4) Non-ecological production and consumption: modern food production is usually accompanied by a large amount of emissions into the atmosphere and water sources, which can have a negative impact on human health and the natural environment. Reducing the use of plastic and other single-use materials is also becoming an important issue, as they can have a negative impact on health and the environment.

5) Uneven distribution of foods: despite the fact that the world produces enough foods, many people still face hunger and lack of necessary food products. This is due to socio-economic problems such as poverty, unemployment and conflicts, as well as the uneven distribution of food within countries and the world.

In the modern assortment of foods, several promising directions in their improvement can be distinguished:

*Healthy nutrition and naturalness:*

Today, more and more people are paying attention to healthy or dietary nutrition and the naturalness of the products the dish is prepared of. Therefore, many manufacturers pay attention to the composition of their ingredients, trying to increase the number of natural ingredients.

*Exotic flavors:*

In the modern market of food components, you can find a large number of exotic flavors that were previously inaccessible to most consumers. For example, sauces based on exotic fruits such as mango, guava, papaya, or sauces with exotic spices such as turmeric, cardamom, cumin and others.

*Functional properties:*

Today, food manufacturers try to use components that not only improve the taste of food, but also have certain useful properties. For example, sauces with a high content of antioxidants, vitamins and minerals, or sauces with certain healing properties.

### *Calorie reduction:*

Modern foods are overloaded with both carbohydrates and fats. Since the frequent use of high-calorie products with a high fat content leads to negative consequences and the occurrence of diseases, in order to achieve the balance recommended by WHO (P: F: C - 1: 1: 4), it is necessary to use components with protein components of plant origin. As an example, I want to give hummus sauce. It contains proteins, calcium and other substances useful for the body. In addition, this sauce is low in fat and calories, making it ideal for dieters.

### *Variability:*

One of the promising directions for improving the assortment of products for healthy eating is the use of plant ingredients and reducing the use of animal products. Therefore, one of the ways to improve the assortment of healthy food is to create them based on plant ingredients that contain more useful substances and less harmful impurities. For example, onion-based sauce contains a large amount of antioxidants and phytonutrients, which helps strengthen immunity and improve health.

In order to ensure the implementation of the declared areas of improvement of food products, today manufacturers offer:

- ✓ Development of new recipes based on natural ingredients - it is important for manufacturers to develop new recipes based on natural ingredients, which increases the quality and usefulness of the product. The use of natural ingredients also makes it possible to reduce the amount of artificial additives, which has a positive effect on the health of consumers.

- ✓ Use of new production technologies - the development of new production technologies allows manufacturers to improve product quality and reduce its cost. For example, the use of new methods of processing ingredients, which allows to preserve a greater amount of useful substances in the product, as well as the use of more productive machines and equipment.

- ✓ Development of products for special diets - today more and more people pay attention to their health and follow different diets, such as vegan, gluten-free, lactose-free

and others. Therefore, manufacturers can develop products that meet the requirements of these diets, which will expand the range of products and ensure the demand for such products.

✓ Use of micro-ingredients - the use of micro-ingredients, such as spices, herbs, extracts and others (including various types of flour), allows you to improve the taste of the sauce and make it richer and more original. In addition, some micro-ingredients have beneficial properties such as antibacterial, anti-inflammatory and others, which may be beneficial to the health of consumers.

The modern market of semi-finished products and ready-to-eat food products offers a huge selection of products with various tastes and properties. However, in order for their producers to remain competitive, they need not only to offer new tastes, but also to develop products using natural ingredients, taking into account the specifics of the market and the demands of consumers. In addition, manufacturers can develop new production technologies that will improve product quality and reduce its cost. The development of products for special diets and the use of micro-ingredients are also promising directions for their improvement.

For the successful development of the production of semi-finished products, manufacturers must pay attention to consumer requirements for product quality, composition, taste and other properties. Natural and ecological production ingredients and the absence of harmful impurities become key factors in choosing a product for consumers. It is also important to use technologies that preserve the useful properties of the product and reduce its cost.

Today, there are a variety of healthy food sauces on the market, which have different compositions and purposes. One of the first sauces that became popular among lovers of a healthy lifestyle is avocado-based sauce. It contains a large number of substances useful for the body, such as avocado oil, vitamins and antioxidants.

In addition, another area of improvement in the assortment of healthy food sauces is the creation of products with a low content of sugar and salt.

So, from the above factors, we can conclude that poor and excessive nutrition is the cause of the greatest number of diseases and deaths in the world, which exaggerates most of the risk factors.

Today, the food industry offers the consumer a wide range of semi-finished products, dishes and ready-to-eat foods that have high consumer properties, various taste properties, as well as recommendations for their consumption, therefore it is promising to improve the technology of food production by purposefully adjusting the traditional composition. by adding alternative raw materials that will ensure a place on store shelves and in the hearts of consumers who are looking for healthy and ecological products.

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