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**«Промисловість та крафт для HoReCa
в туризмі: досвід, проблеми, інновації»**

ПРОГРАМА ТА МАТЕРІАЛИ КОНФЕРЕНЦІЇ

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У даному виданні представлено програма та матеріали доповідей другої міжнародної науково-практичної конференції «Промисловість та крафт для HoReCa в туризмі: досвід, проблеми, інновації», яка проводиться Національним університетом харчових технологій

Проведення конференції направлене на обговорення сучасних тенденцій розширене представлення наукових здобутків науковців НУХТ, профільних національних та закордонних університетів, представників промислових та крафтових підприємств, туристичних організацій, учасників ринку HoReCa та суміжних галузей. Ознайомлення учасників з інноваційними розробками, можливостями підвищення рівня екологічності та безпечності виробництв і шляхами розвитку туристичної сфери в Україні і світі, а також впровадження перспективних інновацій в харчових технологіях та продукції для HoReCa, розвитку економіки та менеджменту індустрії гостинності та екотуризму.

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<https://www.tourism.gov.ua/blog/prodovzhuemo-pracyuvati-nad-turistichnoyu-mapoyu-bezbariernosti-ukrayini>

3. The Role of Innovation in Tourism and HoReCa: How to Stay Competitive in a Rapidly Changing Industry. URL: <https://eiiet.com/the-role-of-innovation-in-tourism-and-horeca-how-to-stay-competitive-in-a-rapidly-changing-industry/>

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**60. INNOVATIVE TECHNOLOGIES OF MEAT PRODUCTS
USING NON-TRADITIONAL RAW MATERIALS**

Oksana MOSKALYUK, PhD, Oleksandra HASCHUK, PhD, Vadym PAZYUN, stud.

National University of Food Technologies (NUFT), Kyiv, Ukraine

According to modern scientific achievements, the form of human nutrition of the third millennium involves the use of functional food products in nutrition. The problem of using vegetable proteins for human nutrition is actively being solved in a number of developed European countries, where preference is given to high-protein ingredients. An important reserve in solving protein deficiency can be the little-known high-protein crops that have a high content of essential amino acids. The use of raw materials of plant origin in the production of meat products is the subject of many studies. The main direction of research in this area is the enrichment of meat products with biologically active substances of plant origin and reducing their calorie content. In addition, the use of vegetable raw materials allows you to improve the quality characteristics of finished products by reducing the impact on them of the functional and technological properties of meat raw materials with a high content of fat and connective tissue.

The development of the meat industry consists in the production of combined meat products, provided that vegetable proteins are used not only as technological fillers that contribute to increasing the yield of traditional meat products, but also as recipe components of combined meat products that increase biological value, improve organoleptic indicators of the finished product, and reduce its cost. Meat and meat products are the most valuable in terms of nutrition and are in demand among the population, because they supply the human body with proteins necessary for its functioning. Now more and more attention is paid to the composition, quality and safety of food products. With the emergence of new types of non-traditional raw materials, the requirements for them are also changing. All these factors contribute to the emergence of new technologies and new types of products.

These requirements are met by Tibetan barberry berries, which have a unique composition of nutrients, vitamins and amino acids. They contain the following set of nutrients: 18 amino acids, of

which 8 are essential, more than 20 minerals: potassium, sodium, calcium, magnesium, iron, copper, manganese, zinc, etc., vitamins E, C, B₁, B₂, B₆, carotene, polysaccharides and many other biologically active substances. Scientists have also found that Tibetan barberry berries provide energy to the body, normalize blood pressure, reduce the risk of cancer, cholesterol levels, reduce weight, normalize blood sugar levels, and improve memory. They were used in Chinese and Tibetan medicine to improve the functions of the heart, liver, and glands, as a means that has the ability to grant longevity by reducing molecular degeneration. The value of this plant allows us to predict great opportunities for use in various types of food products, including meat products. Therefore, the development of technology for new types of meat products with the addition of berries, which are a source of a complex of biologically active compounds, vitamins, micro- and macroelements, is relevant.

Amaranth is one of the most promising types of non-traditional plant raw materials, which is a source of vegetable protein. The nutritional value of amaranth seeds with priority food crops revealed a higher protein content in amaranth, it is well balanced in terms of amino acid composition. Amaranth grain contains up to 8 % oil, it contains about 10 % squalene, a hydrocarbon that prevents oxygen deficiency in the human body. It should be emphasized that the limiting amino acids of leguminous plants are lysine and methionine, which are twice as much in amaranth seeds as in wheat. These properties give amaranth special value in the modern world, when the population of most countries experiences an acute shortage of protein food balanced in terms of amino acid composition. If we take the ideal protein as 100%, then in: amaranth – 75 %, soybeans – 68 %, peas – 45 %, wheat – 57 %, etc. Amaranth seed proteins have a high degree of digestibility and a balanced amino acid composition: albumins and globulins make up more than 50 %.

Conclusion. The analysis of the use of Tibetan barberry berries and amaranth flour and meal in the production of food products will allow to attract and more fully use vegetable protein, increase the proportion of fatty acids, vitamins, phosphatides, to obtain high-quality food products. The production of such meat products based on meat and vegetable proteins involves the mutual enrichment of their composition, increasing biological value, improving the organoleptic characteristics of the finished product, and reducing its cost.

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