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PROBLEMS OF SAFETY OF FOOD PRODUCTS

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Companies constantly run into obstacles, caused by a global crisis, market competition from the side of companies-importers, price pressure from the side of retailers and endless public organs verifications. Actually, there are three public organs which carry out verifications of enterprises-producers regularly. To give the Ukrainian producers possibility to compete for the new markets of own products to increase the export of food products and their safety, the Ukrainian system of state control of commodities safety must become more productive and effective. Otherwise, it requires a substantial reformation.

The reform of the present in Ukraine system of state control of domestic products, regardless the selected direction, requires from the state officers, brought over to their development, understanding and clear vision of strategy. The developers must also define, what maximal level of users defence can be attained and what advantages will be scored as a result of reform.

Summarizing front-rank practice of leading countries and situation in Ukraine, it is possible to do the following conclusions.

1. The only supervisory organ is the most effective method of leading through transparent, successive verifications of food products safety and users defence.
2. The central register of market operators is promotes the transparency of the system. The central register provides the basis for the data maintenance, acknowledged at international level. All the proper supervisors have an access to the reports, as a result of particular companies verifications. It allows to avoid duplication of efforts and prevents the superfluous burden of enterprises.
3. Certificates which are given by the bodies of state power must meet the requirements of WTO and practices acknowledged at international level.

The selection of standards of the imported and national products must be executed in accordance with the rules and has certain features. To such features, for example, obvious inconsistencies in documentation.

KEY WORDS: developers, products