

**THE QUALITY IMPROVEMENT OF BREAD PRODUCTS
AS A BASIS FOR SUSTAINABLE DEVELOPMENT
OF BREAD-PRODUCING ENTERPRISES IN UKRAINE**

Nowadays the food producers pay more and more attention to provide people with high quality natural products. Professors Miller and Hens [1] point out that a lot of people started to think seriously about their health and that is why people began closely monitoring the quality of food they consumed. As a result an organic food is in demand and it is well known that exactly such products build the foundation for development of bread-making enterprise and the producing and selling of such products affects the competitiveness of enterprises in Ukraine.

The society is widely informed about the deterioration of environment that is accompanied by an increasing number of different diseases and increased mortality. For example, the overall environmental situation in the Odessa region is characterized as tense, having a tendency to further deterioration and worsening. Such situation is typical for the whole country. Ukraine was named the most endangered country in Europe. That is why the demands for food quality had been increased. According to the CIA for 2013, 100 infants Ukrainian accounting for 165 deaths and mortality rate (number of deaths per one thousand population) - 15, 75. There is the worst situation in Africa, but unfortunately our country isn't that far from the same results. There are many different harmful factors which has caused such state of things, but they need to be detailed analyzed and also the consistent environmental rehabilitation of the said territory is needed to be done. To the harmful factors also belongs: high concentration of population, infrastructure and economy, unbalanced structure of the economy with high destiny environmentally hazardous industries and industries with backward resource-and power-consuming technologies, weak development of sewage treatment plants, abandoned and degraded utilities cities and towns. To make matters worse, there is an absence of at least some noticeable and effective environmental policy in the country, regions, cities; there is no full and detailed legal framework for use of nature resources; there is weak and not effective legislation on production and sale of food products, which means that consumers are unprotected persons in this process.

According to our survey of residents of Odessa region in 2011 more than 83% of respondents concerned about the problem of healthy food. As a matter of fact women aged 18 to 24 years and 45 years and older answered that they paid great attention to that problem. Over 93% of our respondents are ready to buy environmentally friendly products. 90% of them answered that they were ready to pay more for environmentally friendly products. Answering the question what people understood under environmentally friendly products, the majority of respondents named the following list: lack of harmful impurities and additives (57%), use of natural products (43%).

Those who are ready to buy "healthy food" may later lose interest in this category because consumers of organic products want to be absolutely sure that they buy environmentally friendly products and that they aren't been cheated.

The most important factors that affect the consumers' preferences are: severe conformity to standards of production of environmentally friendly products - 43% of responders think so, the price level - 12% of respondents; value of goods - 30% of respondents, the reputation of the trade mark - 13%, accessibility - 1 % of responders, advertising - 1% of respondents.

Answering the question whether consumers would like agree or not to buy eco-friendly products, no one of the respondents had refused to purchase environmentally friendly products.

Bread is a staple food in the diet of most people. Due to the needs of the human body in mineral substances bread products have high social value for people moreover, they are essential products that are necessary for nutrition and normal life.

For example, the adding of wild medicinal plants to the recipe of bread products improves their chemical composition and the energy value of the product.

Thus, marketing services companies say that bread hips due to the attractive appearance, pleasant taste, freshness and long-term preventative [2, p. 29] was in great demand. But unfortunately, the joint-stock companies are not interested in producing products of medical and health purposes, because there are some problems that hinder sustainable development of bread-making industry in Ukraine such as: luck of high-quality grain in the market, reducing the quality and taste properties of bread, increase its prices, which further leads to the increase the final prize for products [3, p. 5].

Achieving sustainable development of bread-making enterprises in Ukraine is an important and long process for most enterprises, that constantly were working under the old system and followed the rule that expressed in maximizing profits, but nowadays for bread-making enterprises to be competitive in the market they should review and modify its policies, paying great attention to the quality of primary and secondary raw materials used in the production of bread.

References:

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3. Pleasant taste, freshness lasted // Food and processing industry. - 2007. - № 3. - p.