

PROSPECTIVE OPPORTUNITIES FOR THE DEVELOPMENT OF MEAT PROCESSING ENTERPRISES

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The food industry occupies an important place in the socio-economic development of Ukraine and territorial communities, while being one of the indicators of the effectiveness of the agro-industrial sector. Dana

Reductions in production, as well as in the purchasing power of citizens, lead to significant reductions in meat consumption. Accordingly, the need for animal proteins is not fully met. Therefore, due to the circumstances, there was an urgent need to solve the problem of strengthening production activities to create high-protein foods.

The meat processing sector is a branch of the food industry that is essential for ensuring a stable socio-economic situation in the country, and also occupies a transitional place in the chain of movement of products to the final consumer [1].

One of the biggest problems today is the inability to provide enterprises with domestic raw materials, which are reimbursed by imported products of poor quality. Currently, farms have a fairly low level of load, due to lack of raw materials and insufficient demand for finished products, due to reduced purchasing power of consumers. Moreover, the contribution was made by rising prices for materials, which in turn led to an increase in the cost of finished goods. All these factors have a negative impact on the financial results of most farms. Unfortunately, now there is a situation of declining profitability and increasing the number of unprofitable enterprises. However, despite the fact that costs are becoming more significant and the general deficit in market demand is falling, prices are becoming higher [2].

To date, the state of the livestock industry is not able to fully meet all the needs of processors, and after the full-scale Russian invasion of Ukraine, many companies found themselves in battlefields or under occupation.

The craft factory of Savin Product LLC has been producing exclusively healthy natural sausages for over 13 years. Savin Product pays special attention to children's, dietary, gluten-free and lactose-free products. The range of products of Savin Product LLC includes more than 50 types of meat products [3]. The company's technologists are constantly working hard to expand the range of products of the company.

To further expand the company's product range and reduce production costs, as well as increase the range of consumers and better meet their needs, several improved recipes were proposed, one of which is for "Sausage Nutrition".

To compare the quality and economic indicators used a control sample using the company's recipe and research, which replaces some raw materials or changes the cost norms. After analyzing the results, we found that the change in the recipe had a positive effect on the cost of raw materials, which was reduced by almost three times (by UAH 15,378.49). This was mostly due to the rejection of expensive ingredients such as caviar and nori. Sugar, sodium nitrite and water were also removed from the recipe. Instead, spelled flour and champignon mushrooms were added to compensate

for the missing caviar. However, this replacement increased the concentration of chicken fillet and sunflower oil by 7% of each ingredient.

In general, the change in the recipe did not significantly affect the production process, changing the color of the minced meat from pale yellow to pale gray. The taste of mushrooms is not expressed. There is a slight fresh smell of salt, other foreign odors are not detected.

All other costs remain the same, as the technology for the production of each individual model has not changed.

In general, it should be noted that the reduction of the cost level allows to increase the profit from sales, and this is extremely important for the enterprise. That is why the proposed changes in the product recipe are cost-effective and efficient, and most importantly, they do not significantly affect the quality and taste of these products.

Today, meat processing enterprises are forced to work in conditions of limited resources, outdated material and technical base, lack of funding and labor, unresolved social and labor issues, low level of organization of production activities, consumer purchasing power and competitiveness, etc. That is why it is important to solve problems with various measures that contribute to the development of this industry.

References:

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