

Inna Danyliuk, Candidate of Technical Sciences,
<https://orcid.org/0000-0002-3407-8813>
Chernivtsi Institute of Trade and Economic of KNUTE,
Chernivtsi

ECONOMIC AND SOCIAL EFFICIENCY OF THE IMPLEMENTATION OF RESOURCE-SAVING TECHNOLOGIES OF FOOD PRODUCTS

Summary

The importance of food industry development for the country's economic growth and the well-being of the population is stated in the article. One of the directions of resource-saving technologies of complex use of fishery raw materials of secondary industrial value for the purpose of powder production is indicated. Recent studies have been analyzed to evaluate the socio-economic efficiency of fish processing technologies. In order to substantiate the feasibility of production and implementation of the developed technologies of *A. pontica* powder, the cost price of the obtained *A. pontica* powder was calculated and compared with the cost of imported analogues. The results of the calculation of the cost of raw materials for the production of culinary products with *A. pontica* powder (vareniks «Chornomorski» and dumplings «Aterinka») are presented. The cost and selling price of flour poultry with *A. pontica* powder have been calculated. The competitiveness of new flour cooked products has been evaluated, which is based on two main aspects: beneficial effect and cost. The social effect of the introduction of resource-saving technologies, which consists in processing inexpensive domestic fish raw materials, expanding the range of flour culinary products, has been determined. The conducted researches and calculations have allowed to establish that introduction of resource-saving technologies obtained powder *A. pontica* and its further use in technologies of culinary products will allow to provide the population with accessible domestic raw materials and products of high nutritional and biological value, to expand the range of products.

Keywords: food industry, powder *A. pontica*, flour cooking products, economic efficiency, social efficiency, competitiveness.

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