

ORGANIC DAIRY MARKET DEVELOPMENT IN UKRAINE

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Dairy Swiss-Ukrainian Project
«Organic Market Development in Ukraine»
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Organic production forms a complex system of management of agricultural enterprises and food production that combines best practices of environmental management, maintenance of high level of species diversity, protection of natural resources, application of high standards for the protection of animals and the production methods, that takes into account the fact, that certain consumers prefer products produced using natural substances and using of natural processes [4].

Material and methods of research. Analysis of organic dairy products was performed by examining the regulatory framework concerning organic production of the EU. Ukrainian realities concerning development of the organic dairy market was studied by the results of research work of the Research Institute of Organic Agriculture.

Results. Grown on organic-based products must comply with the national and international quality standards. For this purpose the producers of organic raw materials and products must comply with the standards of organic agriculture and labeling according to market outlets [2, 3, 5, 6, 8].

A key role in the production of organic products plays an "organic" guarantee system which provides specialized inspection and certification institutions accredited by international organizations. This annual certification, periodic inspection and appropriate labeling ensure compliance of organic products to the strict organic standards. All stages of production of organic dairy products carefully controlled by certification institutions: carried an analysis of the condition of the soil for the presence of pesticides, heavy metals and other toxic substances, are controlled conditions of detention and feeding of animals, the conditions of milk production and storage, transportation and sale to the final consumer [4].

Certification of quality of food products in Ukraine is under the control of companies that are accredited by the National Accreditation Agency of Ukraine. These certification institutions in most are represented by foreign companies: Germany: Lacon, ABCert, BCS Oko-Garantie, Ceres; Switzerland: Institute Marketecology (IMO), SGS; Hungary: Biokontroll, HUNGARIA OEKO GARANCIA KFT; Italy: ICEA, Suolo E Salute S.R.L.; Netherlands: Control Union; France: EcoCert; Austria: Austria Bio Garantie; Poland: Ekogwarancja PTRE; Romania: Biocert Malopolska.

From the above certification institutions the LLC "Organic Standard" is the only Ukrainian certification institution, which was founded in 2007 by five Ukrainian organizations, which representing the organic sector in Ukraine. Today LLC "Organic Standard" provides certification and control of 160 operators of the market of organic products in all regions of Ukraine.

Production of any organic product begins from certification of the land. To prevent the ingress from the feeding raw of plant origin pesticides, dioxins and other sustainable chemistry, cows that give organic milk should fed on pastures, which certified as organic. Such organic certification confirms that passed at least three years since the last use of GMOs and agricultural chemistry, and in the land there are any harmful substances.

In Ukraine since 2008 adjusted production of organic dairy products on PJSC "Etnoprodukt" and "Organic Milk". Technologies of organic products is closely related to the organization of production of organic raw milk. So, the company PJSC "Etnoprodukt" created prepared organic food products under its own brand "EtnoProdukt" and delivered in the trading network of m. Kyiv and other cities of Ukraine. The company manufactures organic raw milk _ pasteurized sour cream, yogurt, including low-fat, low-fat yogurt drink, butter, cream, honey, meat, sausage, vegetables, and grains and beans.

At the beginning of 2015 in Ukraine Manufacturer certificates organic raw whole milk received nearly two dozen companies. Examples of proper maintenance and increased welfare and health care of cows, according to domestic and foreign experts and consultants of organic dairy industry are milk farms "Haleks-Agro" (Zhytomyr region) and "Old Porytsk" (Volyn region). In addition, since September 2014 the company "Haleks-Agro" received the status of a stable breeding facility of symmental cows.

The main provisions of the regulatory framework of organic production of raw milk and its processing set out in Council Regulation (EC) Number 834/2007 of 28 June 2007, Articles 6, 8-10 [4] that regulates the use of technology of organic production with economical (low) modes of pasteurization. Hygienic parameters of milk powder in the production of

organic raw materials meet the requirements of Class "Extra" on ISO 3662: 2007 Cow raw milk. Specifications and

Regulation (EC) № 853/2004 of 29 April 2004 [7], which laying down specific hygiene rules for food hygiene. Considering the requirements of and constant control throughout the processing chain of dairy products production helps avoid of threat to consumer health and obtaining raw materials of high quality.

Comparison of parameters of milk quality, obtained using the technology of organic production in conditions of PJSC "Etnoprodukt" in 2008 and 2015 are presented in Table 2.

Tabl.1.

Quality indicators of milk produced with the use of technology of organic production in PJSC "Etnoprodukt" in 2007 and 2015, $M \pm m$, $n = 5$

Name of index	The research results of selected samples of milk in PJSC "Etnoprodukt"	
	2008	2015
Appearance and consistence	Homogeneous white liquid, no sediment and flakes	Homogeneous white liquid, no sediment and flakes
Taste and smell	Unpleasant	Clean, pleasant, specific
Group of purity of milk	II group	I group
Fat content, %	$3,6 \pm 0,3$	$3,81 \pm 0,3$
Mass fraction of protein, %	$3,1 \pm 0,5$	$3,53 \pm 0,4$
Acidity, 0T	$20,8 \pm 0,92$	$17,0 \pm 0,8$
Density, kg / m ³	$1026 \pm 0,28$	$1029 \pm 0,21$
Dry matter %	$9 \pm 1,1$	$12,5 \pm 0,3$
Water %	0	0
Somatic cell count, thous. / cm ³	$720 \pm 15,3$	$100 \pm 23,1$
Test on a hidden mastitis	Positive	Negative
Total bacterial contamination, thous. / cm ³	II class	Extra

The data in Table 1 indicate that the indicators safety and quality of raw milk obtained from the cows in PJSC "Etnoprodukt" and the level of getting of good milk quality in terms of organic production in seven years approached to the European.

Perspective projects in the dairy sector of organic production in 2015

could be the implementation of a line of organic ice cream "Rud" company and dietary yogurt "Pan-Eco" from Zakarpattya region. Ukrainian consumers will also be able to evaluate a new range of cheese from companies "Organic Milk" and "EtnoProdukt."

The company "Old Porytsk" plans to build a mini-shop and tasting room of unique cheeses directly next to the farm. Continue growth of quantitative and qualitative indicators in the segment of whole milk products, which today also actively represents by "EtnoProdukt" (single in Ukraine producer of raw milk for trade network with shelf life of 72 hours at 2-4 0 C).

Before the producers of organic dairy products there is a task to expand the product range of dairy products and scientific justification modes of individual process operations (pasteurization, separation, maturation, etc..) to form the usual for domestic consumers organoleptic characteristics of quality of certain types of organic dairy and fat-containing products.

Conclusions

The basis of the European concept of organic dairy products production is guarantee system of certification of production in accordance with EU standards for organic production (EU Council Regulation 834/2007), which contains specialized inspection and certification institutions, accredited by international organizations, that carry out analysis of soil for the presence of pesticides, heavy metals and other toxic substances, are controlled conditions of maintenance and feeding animals, the conditions of milk production and storage, transportation and sale to the final consumer.

References

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