



## FEATURES OF THE HYGIENIC-CULTURAL APPROACH TO PRODUCT PRODUCTION

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### Abstract

This article reveals the essence of economic production, hygienic requirements, quality and main criteria of products in the field of human health protection.

**Key words:** Economics, hygienic culture, human health, product, market, trade, conditions.

In a market economy, the primary demand for products is centered around quality, which is directly linked to human health. The population encounters numerous health issues related to the consumption of various products produced in society. According to the World Health Organization, more than 200 known diseases are caused by food contamination [1]. Therefore, every stage of production that contributes to today's economic development must prioritize hygienic standards.

Production inherently involves various technological processes that encompass a range of stages, from the primary processing of raw materials to the final delivery of products to the market. Each stage of this technological process reflects a distinct aspect of hygienic culture. For instance, consider packaging technology: today, products are often packaged in synthetic bags, chemically treated glossy papers, and plastic bottles. While these materials enhance the aesthetic appeal of products, they can sometimes lead to a decline in quality for certain items (such as milk, meat, and some confectionery). This is largely due to the chemical composition of synthetic packaging (like cellophane), which may not provide adequate air and moisture control. Moreover, issues can arise when expired products or those without a clearly defined shelf life enter the market. This situation underscores the need for a robust system that fosters strong relationships between food suppliers and retail outlets (stores or market stalls), ensuring that there is consistent oversight regarding hygienic standards. Ultimately, the fate of products in the marketplace often reflects challenges faced by manufacturers. Our objective is to prioritize human health protection within the core criteria governing production and sales activities. It is important to clarify that we do not advocate for the complete abandonment of packaging materials; rather, we believe that products should be packaged using materials that do not pose health risks—such as paper bags made from natural raw materials—and that these materials should be chosen with careful consideration for their potential impact on human health.

Market economy requires strong competitiveness. Therefore, it is desirable that hygienic requirements and culture do not remain in the "shadow" due to utilitarian and mercantile relations. After all, a hygienic cultural approach to production ensures the perfection of human health while increasing the weight of income in a positive direction. In fact, "... it is impossible to ensure the future of our economy and, consequently, increase the well-being of the population without regular renewal of the manufactured products" [2].



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Repairing market stalls and building new ones during the years of independence shows the material basis of creating a healthy lifestyle. Because the quality of products is prevented in markets and stores with modern, convenient, special conditions, and because of this, the guarantee of public health is strengthened. Nevertheless, in some cases, we witness the sale of open (unpackaged or non-sanitary) products (vegetable salads, meat products, bread, fruit, etc.) on the streets and around the market. In such seemingly normal cases, there are underlying health problems. The need for a hygienic cultural and educational relationship between the buyer and the seller, as well as the producer, harmonizes the social stability of health and income. In our opinion, “it is necessary to convince people that only honest work and the right relationship with their partners, the state and the law are important conditions and factors for the development of work in the conditions of the market economy” [3].

In short, earning income should serve to materially and morally support the development of the society and the state, while increasing the hygienic demand, culture and education. After all, “... the important issues of whether there are positive changes in the protection of human health should occupy the main place in our activities today” [4].

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