

Annotation

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Competitiveness of canned products from fruits and vegetables

Nutritious diet throughout the year is possible under the condition of well-established storage system of fresh vegetables and fruits as well as their freezing and canning. A large part of fruit and vegetable production (20–50% of the harvest) is lost on the way from the field to the consumer. Therefore, timely processing of vegetables and fruits into competitive canned food is of vital importance for the Food Program in Ukraine. Annual consumption of fruit and berry production in the country is a little more than 30% of the demand. Vegetable production which is the major source of vitamins, minerals, carbohydrates, aromatic compounds, polysaccharides, organic acids, is crucial for human diet.

The analysis of statistic data has shown that during the years of Perestroika in Cherkasy region of Ukraine many powerful canneries have ceased to exist due to the change of ownership, loss of markets and other factors specific to the processing sector. Canned food is produced at the enterprises of medium power (from 5 to 12 thousand tons of food per year). Natural vegetable preserves produced without vinegar or acetic acid as well as vegetables and vegetable mixes with vinegar or acetic acid turned out to be the most competitive products. Juices from local raw materials, essential for human diet, are produced in the region in very small amounts. Production of canned vegetables and fruits in the region accounts for 50 000 tons per year. Frozen vegetables (especially green peas and sweet corn), fruits and berries are quite competitive in the market conditions.

Key words: *competitiveness, production, preserves, frozen vegetables and fruits.*