

## **THEORETICAL SUBSTANTIATION OF THE CONCEPT OF ECOLOGICALLY SAFE PRODUCTS**

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Integration into the European economic environment involves the restructuring of production and management of agricultural enterprises, the priority direction in this process is the transition to ecologically safe, organic production. This is due to global environmental problems. In addition, this is facilitated by the development of new technologies, the emergence of more advanced techniques, which allow obtaining high yields in ecological production, increasing the commercial attractiveness of the producer, while selling products at a price accessible to the public, which increases the demand for these products in the market.

According to the terminological dictionary, economic security is «a set of actions and a set of appropriate measures, processes that ensure the ecological balance on the planet and in its various regions at a level to which a person can adapt physically, without losses (political, social, economic)» [ 1].

According to the legislative framework of Ukraine, namely the Law «On Protection of the Natural Environment», environmental safety is «a state of the natural environment that ensures the prevention of deterioration of the ecological situation and the occurrence of danger to human health» [2].

The International Federation of Agricultural Movement (IFOAM) gives its own interpretation of the definition. Ecologically safe agriculture, according to their definition, is a production system that contributes to the maintenance of the health of soils, people and ecosystems as a whole. It depends on environmental factors, natural cycles and the diversity of the biological system inherent in the conditions of a certain area, an important feature of such a system is the avoidance of the use of harmful resources that can negatively affect it [3].

From an ecological point of view, the studied term represents a set of states, actions, processes that do not directly or indirectly cause global damage, that have the ability to harm the natural environment or society [4, p. 41].

Hoffman K., Fedorenko N., Dementiev V. considers this term as «the degree of adequacy of environmental conditions to the task of preserving the health of the population and ensuring long-term sustainable socio-economic

development» [5, p. 80]. At the same time, this interpretation considers only human needs, while the needs of nature are not reflected in the definition.

Vlasenko V., Vlasenko I. consider environmental safety as a certain state of the natural environment, as a result of which the deterioration of ecology and the occurrence of a dangerous condition to the health of the population are prevented [6, p. 17]. Such interpretations do not consider the need to preserve the balance between nature and society in the long term.

Herasymchuk Z., Holian V., Vakhovyc I. et al. are supplemented the previous definition, adding the influence of the state on the mechanism of environmental control and preservation interests of society, while respecting the interests of nature and preserving its resources. [7, p. 114].

Kovalchuk T. researching this concept, interprets it as «a state of development of social relations, in which a set of state-legal, organizational, scientific and other measures is aimed at ensuring the safeguarding the lives and wellness of people through compliance by individuals and legal entities with the standards of the maximum permissible content of harmful substances in these products at various stages of their circulation» [8, p. 25].

As noted by Shevchenko I. [9, p. 18], the presented interpretation of the studied concept is based on the Resolution approved by Verkhovna Rada of Ukraine «The main aspects of the state policy of Ukraine in the field of environmental protection, attraction and use of natural resources and ensuring environmental safety» [10], which was developed on the basis of Article 16 of the Constitution, guarantees that as one from the duties of the state, creating favorable conditions for environmental safety and maintaining stability in the field of ecology throughout the country. This determines the interpretation of environmental safety as one of the basic rights of a person, the right to the safety of his health and life.

Separating the concept of product safety, it is important to note that in the preamble of the Law of Ukraine «On the Protection of Consumer Rights» as amended on November 18, 2003, it is determined that products (products, services) is «the absence of any risk to the life, health, property of the consumer and the natural environment under normal conditions of use, storage, transportation, performance and disposal of the goods (works, services)» [11].

Highlighting agricultural products separately, it should be noted that such scientists as Yanchuk V., Hetman A. interpret this concept as «the compliance of products and raw materials with veterinary and sanitary standards and the absence of a threat of its harmful effect on the human body in the characteristic of legal regulation of ensuring the excellence and security of agricultural products» [12, p. 217–241].

In our opinion, the product security for the environment of the agri-food industry aims to preserve and reproduce in the long term the natural and resource potential of the agri-food sector to provide consumers with agricultural products that consider ecological standards [13].

Therefore, the main goal of environmental management is to provide a process of analysis, planning, regulation, and control in terms of ensuring the interaction between ecological and biological resources and man in the long term, in which human influence will not bring destructive consequences for other components of this interaction and will contribute to their preservation. Environmentally safe production is a step into the future without forgetting the past. This is a combination of business management traditions with innovations and the latest scientific developments, the emphasis of which is not only to ensure high productivity, but also simultaneously to promote the improvement of the environment and the formation of optimal relationships in the field of «production – nature».

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