

ECONOMIC BENEFITS OF INVESTING IN NUTRITION (ЕКОНОМІЧНІ ПЕРЕВАГИ ІНВЕСТИЦІЙ У ХАРЧУВАННЯ)

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Інвестування в харчування – це ефективне використання ресурсів.

Investing in nutrition is an efficient use of resources because the enormous social and financial costs of malnutrition are averted. Moreover, improved nutrition has an enhancing effect on investments in health, education and agriculture sectors. Investing in a wide array of low-cost solutions for malnutrition can therefore be of immense economic benefit to a country.

Investing in good nutrition can result in social and economic returns provided that it is firmly based on principles of effective community participation. Benefits include good quality of life, increased productivity and good economic returns. In children, the investment leads to an increase in their cognitive ability, attendance rate and intellectual performance in school. In addition, adequate returns in investment made in the educational sector can be realized.

In adults, income will be improved through a substantial increase in productivity, resulting in a higher standard of living and overall improvement in the quality of life.

From a broad perspective, the basic economic goals of developing countries are related to productivity growth in order to expand consumption of goods and services; and distribution of that consumption among members of society. The link between nutrition and productivity in developing countries suggests that improved nutritional status can contribute to the attainment of both broad goals.

While historically, meeting the needs of the world's malnourished has focused solely on investments in increasing agricultural production, this approach has shown to produce meager results in reducing malnutrition. The data shows that investing in nutrition is smart economics. It also shows that a focus on agricultural production is short-sighted. In order for the world to combat malnutrition, two major changes need to occur: spending needs to increase and integrated and holistic approaches will reap the most success.