

## TOP 10 COUNTRIES WITH HEALTHY FOOD

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*Здоров'я нації не обов'язково залежить тільки від харчових звичок, але кулінарні традиції, безумовно, відіграють не останню роль. Предметом дослідження є корисність національних кухонь світу. Автор відшукав країни з найнижчим рівнем ожиріння (відсоток населення, що страждає на ожиріння) і самої високою тривалістю життя, а потім виділив особливості харчування, що дозволили досягти таких результатів.*

Taking the data on life expectancy and the level of obesity in different countries, we made a rating of the healthiest cuisines of the world, contributing to tight shape and longevity. At the same time he said that firm conclusions about the relationship between food consumed and the implications for the shape and health can not be done. However, you should at least pay attention to the diet of those countries where they live happily ever after.

Eating is one the most important events in everyone's life. We enjoy eating – it's part of who we are and part of our culture; in fact, eating is the hottest universal topic of all times. We depend on eating: the foods we eat are the sole source of our energy and nutrition. We know so much about eating: we are born with the desire to eat and grown up with rich traditions of eating. But we also know so little about eating – about how the foods we eat everyday affect our health. We are more confused than ever about the link between diet and health: margarine is healthier than butter or not; a little alcohol will keep heart attacks at bay but cause breast cancer; dietary vitamin antioxidants can prevent lung cancer or can not. Eating is a paradox and a mystery that our ancestors tried and modern scientists are trying to solve.

Based on experiences and traditions, our ancestors have used foods and plant materials to treat various kinds of illness. Manuscripts discovered from a tomb (dated 168 B.C.) in China described prescriptions for 52 ailments with herbs, grains, legumes, vegetables, animal parts, and minerals. Ancient Sumerians recorded the use of 250 medicinal plants on tablets five thousand years ago. Today, plant and food remedies are still the major medicinal source for 80% of the world's population.

## SALE OF FOODSTUFF AND UNFOOD COMMODITIES

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*Автор доповіді, спираючись на одну з багатьох класифікацій, розподіляє ринкові товари на дві групи – продовольчі та непродовольчі. Проводиться ретельний аналіз факторів, які впливають на продаж. Наведено приклади заборонених товарів та найбільш поширених причин заборони.*

The first element in the marketing mix is the product. A product is any combination of goods and services offered to satisfy the needs and wants of consumers. Product classification can be done on a variety of points of view. It can be classified into two main groups: food stuffs and unfood commodities. Thus, a product is anything tangible or intangible that can be offered for purchase or use by consumers.

It is allowed to realize on markets both new unfood commodities and such which were in use, except for forbidden for a sale. Separate unfood commodities can be sold on markets only for terms. They are: toys, articles of hygiene, commodities of domestic chemistry, transport vehicles, furniture, pesticides and agrochemicals etc.

However, some items are not for sale. They are: gas, pneumatic, cold weapon, ammunition and special facilities of self-defense; army equipment, and also fabrics which were used for its production, other commodities of military assortment; fuel for transport vehicles; pornographic editions etc.

The sale of food stuffs on markets is carried out with the observance of the veterinary and sanitary standards. It is allowed to sell food products, not forbidden for realization. Such food products can be sold only for terms: milk and dairy products, can food, chicken eggs (only with documents which confirm their quality and safety); honey, got from own or farmer economies, fish, (with veterinary certificate (certificates) of local establishment of veterinary medicine); fruit, including tropical, berries, water-melon cultures, nuts, dried mushrooms, and vegetable products and so on.

These stuffs are strictly prohibited for sale: products of animal origin – butter, cheeses, sausages, flue-curing and others like that without the presence of documents which certify their quality and safety; plants, added to the Red book of Ukraine, including medical plants; fruit and vegetables without documents which confirm their origin.