

ПРОБЛЕМИ БЕЗПЕЧНОСТІ ТОВАРІВ

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PROBLEMS AND OPPORTUNITIES FOR SAFETY AND QUALITY OF GOODS

Problems and possible ways of ensuring the safety and quality of food and non-food products in Bulgaria were studied.

Keywords: quality, safety, standards, certification, requirements.

Стойкова Т. Проблемы и факторы обеспечения безопасности и качества товаров. Исследованы проблемы и определены возможные пути обеспечения безопасности и качества пищевых продуктов и непродовольственных товаров в Болгарии.

Ключевые слова: качество, безопасность, стандарты, сертификация, требования.

Background. Quality of products in the current market conditions is crucial for the competitiveness of business and customer satisfaction. In view of world economic crisis and the consumption reduction, issue of supply of quality products at affordable prices is becoming increasingly important and requires adequate and quick solutions. Particular relevant is the problem of product safety and quality-price ratio. Business partners require additional guarantees for the safety and quality of the goods that are the subject of negotiations. Consumers are not sufficiently informed about the products they purchase and it's becoming more difficult to determine whether they are safe and have such features that indicate their quality. What is the difference between a safe and quality product and is informational function presented clearly enough on the packages for user review and making appropriate decision to buy? Is there a risk of consuming goods and is the purchase price low enough just for the safe goods but of poor quality? What are the main mechanisms for ensuring high-quality of products?

The aim of the study is to establish requirements for the quality and safety of products, difference between these concepts and their legal regulation in Bulgaria and opportunities to improve sales of safe and quality products.

Material and methods. The principle of systematic general connection and development, methods of epistemological analysis (analytical, synthesis, logic, comparison) were used.

Results of the research. Quality is determined by the totality of features and characteristics of the goods that satisfy certain requirements. These requirements can be existing or expected (prospective) [1]. The needs are expressed by certain properties on the basis of established criteria, which are formulated in the form of requirements. These requirements are included in the design and development and are provided at the stage of production, storage and sale of goods. Before being launched into the market, the quality of the products must be assessed in accordance with the regulations or consumer criteria. The regulations list properties and parameters that define the quality of the product. They indicated the boundaries of indicators to identify the goods and quickly draw conclusions about the extent of its suitability to meet defined requirements.

The quality of products must meet the basic and additional indicators adopted in the requirements. Each quality indicator has a precisely defined value or the established boundaries. Depending on the degree of fulfillment of certain quality requirements for products that perform the same function, there may be several grades of products. Acceptable quality levels are generally associated with the difference in value of the secondary indicators requirements, their appearance and acceptable defects.

Product quality must comply with a set of properties and parameters that determine the satisfaction of real or perceived needs. This range of consumer properties and characteristics determine the quality. The main groups of consumer properties are the following: functional, ergonomic, aesthetic, environmental, safety and reliability.

From this range we see that security is only one of the characteristics that define the quality of the product. Product safety is a condition in which the risk of loss or damage is limited to an acceptable level. Safe product is such that under normal or reasonably foreseeable conditions of use, including setup and maintenance, poses no danger to life and health of consumers [2]. It is necessary to consider the impact of goods on other goods at the joint storage, handling or use. It is necessary to anticipate the risks of consumers using goods and special instructions for them (children, elderly, disabled, pregnant and lactating women). Ensuring the safe use requires adherence to appropriate packaging, durable and visible markings with any warnings and instructions for use or disposal under certain conditions.

Bulgarian market is characterized by the following important features: lack of production in various sectors of the economy; lack of sufficient competition or it is disloyal; variety of imported goods of insufficient level of quality and safety guarantees; insufficient and inefficient mechanisms for the regulation of market processes and relations. Quality and safety of goods on the Bulgarian market in an economic crisis and decline in purchasing power is even more significant, and require additional regulatory and administrative measures.

Food safety in the European Union is determined by the minimum requirements of the law, implementation of the official control, implementation of HACCP, additional regulations adopted in each country in the implementation of the common law. The EU Regulation number 852/2004 of the European Parliament states that the primary responsibility for food safety lies with the food business operators. The position requires food safety provision throughout the food chain and guarantees that imported products have at least the same standards of food hygiene, produced in the Community, or its equivalent. This requires the introduction of relevant standards to ensure the protection of consumers' interests. The globalization of food trade imposes the same requirements on producing countries in the international market in accordance with established standards. These standards are developed by the International Organization for Standardization ISO and the Food Standards Agency FSA. ISO 9001: 2015, ISO 22000: 2005 Quality management systems are not sufficient to ensure food safety. Most major grocery chains require higher guarantees for security through the introduction and certification of products and standards [3]:

- IFS (International food standart), food safety standards, which are actively supported by France, Germany and Italy;
- IFS LOGISTISS – international standard for the safe transport and storage of food;
- BRC (British Retail Consortium), the certification system established by the Association of British retailers. It was introduced in 2006 in the German and French networks (Metro, Carrefour, REWE, etc.).

In Bulgaria more than 100 are certified by IFS Food Version 6 and BRC Food.

One of the main areas to ensure the quality and safety of products on the European and international markets is the introduction into the production and certification of integrated management systems, including ISO 9001: 2015, ISO 22000: 2005, IFS and BRC. Unfortunately, in our country still a few companies can create and maintain such integrated systems.

Safety of non-food products in the European Union is provided by obligatory certification [4]. New approach to the technical regulation was offered. It is based on the following principles:

- safe for life and health of people, animals, the environment and property;

- definition of a group of essential requirements for product safety;
- definition of specific requirements for the product in the harmonized standards;
- assessment of conformity with the essential requirements of the product, before it's introduced into the market;
- manufacturer is responsible for the damage caused to consumers;
- specifically approved authority acts as an independent party that ensures conformity of the product to the basic safety requirements in accordance with the *New Approach Directives*.

In Bulgaria rules for each particular product group according to the Directive are defined in the Law on technical requirements for products. Conformity assessment should be carried out in accordance with the procedures and defined modules, which are used to develop and manufacture products and end with CE marking. In conformity assessment harmonized standards are applied. They recommend technically and economically feasible ways to meet these requirements and take into account the level of technology currently available. The choice of modules for conformity assessment is determined by the specific characteristics of the product, the degree of risk, the nature and volume of production. Control over the execution is entrusted to the State Agency for market surveillance.

Through the introduction of a new approach to the technical regulation in the EU Member States, the conditions for the removal of technical obstacles to the free movement of goods are provided to ensure their safety and to create conditions for a loyal trade and consumer protection.

Quality of the goods requires additional guarantees and setting specific requirements. At this stage in Bulgaria, this is achieved by:

- voluntary and ecological certification for specific groups of products;
- the inclusion into the contract of the quality requirements set out in national and harmonized standards;
- the inclusion of the quality of goods as one of the fundamental rights of consumers in the Law on Consumer Protection;
- legal regulation of mandatory labeling of composition, energy value and the price of each product;
- by expanding the network of highly qualified specialists in the field of quality control and examination of goods.

To improve the safety and quality of goods the following is required:

- more complete inclusion of non-food items, which are evaluated for compliance and safety guarantees;
- expansion of voluntary and ecological certification of products;
- formation of a state strategy for inspection and quality control of goods (not only safety);

- development of managerial decisions by manufacturers and sellers, as well as to adopt loyalty to customers and better meet their needs as a higher priority;
- creation of a network of information and training centers to raise awareness and competence of consumers to acquire skills for better orientation in the new market conditions in order to make your best choice and increase the severity of the product characteristics;
- expand and improve the training of specialists in the field of knowledge of products and their positioning of the key leadership positions throughout the entire product life cycle.

Conclusion. Solution of the problems of quality and safety of goods requires the coordination of efforts of scientists and experts, legislative and educational initiatives and solutions not only at the national and regional level, but also internationally. Rapid development of market conditions, increased competition and intense international trade create new problems and challenges. Formation of consumer behavior according to the new market conditions, establishment of effective partnerships with government authorities responsible for the safety and quality of food products, establishing civil structures, including representatives of testing laboratories, certification bodies and trade unions of producers and traders (National Association for the supervision of the consumer market); removal from the market of goods and fines for producers and sellers who do not meet the requirements of customers – these are some of the specific initiatives aimed at creating high-quality products and ensuring a successful business.

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Стойкова Т. Проблеми та фактори забезпечення якості й безпеки товарів.

Постановка проблеми. Якість товарів у поточних ринкових умовах має вирішальне значення для конкурентоспроможності бізнесу та задоволення споживачів. З точки зору світової економічної кризи та зниження споживання, проблеми поставок якісної продукції за доступними цінами стають все більш актуальними, і вимагають адекватного й швидкого вирішення. У чому різниця між

безпечним і якісним товаром? Чи ясно представлена інформаційна функція упаковок для вивчення споживачем і прийняття належного рішення про покупку? Які основні механізми забезпечення якості продуктів?

Мета роботи – встановлення вимог до якості та безпечності продукції, різниця між цими поняттями, їх правове регулювання в Болгарії і можливості для поліпшення продажу безпечної та якісної продукції.

Матеріали та методи. Використаний принцип системності загального зв'язку й розвитку, методи гносеологічного аналізу (аналітичний, узагальнення, логічний, порівняння).

Результати досліджень. Безпечність є лише однією з властивостей, які визначають якість продукту. Це такий стан, при якому ризик пошкодження або втрати обмежені до прийнятного рівня.

Безпека харчових продуктів в Європейському Союзі визначається мінімальними вимогами закону, здійснення офіційного контролю, впровадження НАССР, додатковими нормативними актами, прийнятими в кожній країні в здійсненні загального права. У Регламенті ЄС № 852/2004 Європейського парламенту вказується, що головна відповідальність за безпечність харчових продуктів лежить на операторах продовольчого бізнесу. На європейському та міжнародному ринках це досягається за рахунок впровадження і сертифікації інтегрованих систем менеджменту, в тому числі ISO 9001:2015, ISO 22000:2005, IFS і BRC.

Якість товарів вимагає додаткових гарантій і встановлення конкретних вимог. На сьогодні в Болгарії це досягається за рахунок добровільної та екологічної сертифікації; включення в договори вимог до якості, встановлених у національних і узгоджених стандартах; правового регулювання обов'язкового маркування складу, енергетичної цінності та ціни кожного товару; розширенням мережі висококваліфікованих фахівців в області контролю якості та експертизи товарів.

Висновки. Вирішення проблем якості та безпечності товарів вимагає координації зусиль вчених і практиків, законодавчих та освітніх ініціатив і рішень не тільки на національному та регіональному рівні, а й на міжнародному. Швидкий розвиток ринкових умов, посилення конкуренції та інтенсивної міжнародної торгівлі створюють нові проблеми й виклики. Формування споживчої поведінки відповідно до нових умов ринку, встановлення ефективного партнерства з державними органами, що відповідають за безпеку та якість харчових продуктів, створення громадських структур, у тому числі з представників випробувальних лабораторій, органів з сертифікації та професійних спілок виробників і продавців; видалення з ринку товарів і штрафи виробників і продавців, які не задовольняють вимоги споживачів – це лише деякі з конкретних ініціатив, спрямованих на створення якісної продукції та забезпечення успішного бізнесу.

Ключові слова: якість, безпека, стандарти, сертифікація, вимоги.