

with the mechanism of public financing only serve to increase the investment attractiveness of agriculture. Improving processes related to market relations requires increasing the investment activity of the network, as well as increasing the investment attractiveness of network activities. Also, the features of the development of network activities depend on the system and efficiency of the implementation of financial transactions and contractual relations related to the expansion of network activities.

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## ENSURING FOOD SAFETY IN A CHANGING WORLD: CHALLENGES AND SOLUTIONS

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Ensuring food safety is one of the most important challenges for producers, consumers and regulatory authorities in today's world. With new technologies, changing climate conditions and the development of the global food market, new challenges and threats to food safety are emerging. In this article, we explore the most important aspects to ensure food security in a changing world and propose strategies to meet these challenges.

Food has always been and remains a basic human need. Food, both for humans and for other mammals, consists of the same natural components that are found in soil, water and air. A variety of foods with different nutrients is the main building material for various tissues, organs and cells of a living body. The quality and fullness of our lives depend more than 50% on the quality of food. The relevance of the problem of food quality and safety is increasing every year – this is one of the main factors determining human health and the preservation of the gene pool.

Foods are foods in natural or processed forms that people eat. This also includes baby and diet products, bottled water, alcoholic beverages (including beer), soft drinks, chewing gum, as well as food raw materials, dietary supplements and dietary supplements.

The quality of food products is the totality of their characteristics that can satisfy human food needs under normal conditions of use. The quality of food products refers to their properties that can satisfy human food needs under normal conditions of use. Quality is regulated by state standards, sanitary, veterinary and hygienic standards, as well as requirements for shelf life and storage of food products.

Product safety, including food, means the absence of unacceptable risk associated with harm to human life or health, property of individuals or legal entities, state or municipal property, the environment, life or health of animals and plants.

**Material and methods.** In the article, processes related to the role of marketing activities in increasing the competitiveness of companies were studied through systematic analysis and abstract techniques.

**Results and their discussion.** Food safety is a state of reasonable confidence that, under normal conditions of use, they are not harmful and do not pose a risk to the health of present and future generations.

The availability of safe food products contributes to the development of the national economy, trade and tourism, and also ensures food and nutrition security, which is an important factor in sustainable development.

Important problems are, on the one hand, the prevention of contamination of raw materials for food production, which is ensured, among other things, by an environmental monitoring system, and on the other hand, careful hygienic control over production and finished products [1].

With globalization, demand for a wider range of food products is growing, leading to longer global food chains and more complex food systems.

The human body can obtain from food many different chemical and biological substances that are foreign to its body; they are called xenobiotics. The variety of natural and artificially created foreign substances creates serious problems in their identification and determination of maximum permissible concentrations in raw materials and finished products. Many scientists, such as Fedorenko V.F., Mishurov N.P., Goltyapin V.Ya., Fedorov and others, were engaged in research to ensure the safety of feed production technologies, as well as the safety of technologies for processing and storing plant raw materials, such as V. Listkov. Yu., Shemetova E.G., Petrova A.V. and others [2].

The main ways food and raw materials are contaminated include the following:

1. Use of prohibited dyes, preservatives, antioxidants or their use in excessive quantities.
2. The use of new non-traditional methods for the production of food products or individual ingredients, including those obtained by chemical or microbiological synthesis.
3. Contamination of agricultural crops and livestock products with pesticides used to control plant pests and to prevent animal diseases in veterinary practice.
4. Violation of hygienic rules for the use of fertilizers, irrigation water, solid and liquid industrial and livestock waste, as well as municipal and other wastewater in crop production.
5. Use of unauthorized feed additives in livestock and poultry farming or use of approved additives in excess quantities.
6. Transfer of toxic substances from food equipment, utensils, containers and packaging into food products due to the use of unsuitable polymer, rubber and metal materials.
7. Formation of harmful substances in food products as a result of heat treatment, boiling, frying, irradiation and other technological processes.
8. Failure to comply with sanitary requirements during the production and storage of food, which can lead to the formation of bacterial toxins.
9. Ingress of toxic substances, including radionuclides, from the environment (atmospheric air, soil, water bodies) into food products.
10. The use of natural zeolites for the absorption of various chemical and microbiological compounds is of significant interest in the context of protecting food raw materials and food products from contamination.

Quality control, in turn, is part of the quality assurance process, including sampling methods, establishing specifications, conducting tests, organizing the decision-making process on acceptance or rejection of products, developing scientifically based safety standards and conducting independent examination, as well as developing regulatory standards. legal framework, including customs regulation [3].

The problem of food safety is receiving more and more attention at the state level. In Uzbekistan, there is a law “On measures to further ensure the country’s food security” dated January 16, 2018, No. UP-5303, which regulates relations in the field of “catering, ensuring the quality of food products and their safety for human health and future generations” [4].

**Conclusion.** To ensure food safety in modern conditions, it is necessary to pay attention to the following aspects:

a) Acceleration of approval of technical regulations for main types of food products developed and submitted for public discussion.

b) Harmonization of the requirements of national standards with international standards.

c) Introduction of harmonized national and international standards for food quality and safety at industry enterprises.

d) Training of qualified specialists in the field of standardization and conformity assessment for the competent implementation of the modern regulatory framework into practice” [5].

It is also proposed to introduce “graded” standards, providing for several levels or “thresholds” of quality in the future and to increase penalties for the production, storage or transportation of goods and products that do not meet safety requirements, as well as for the unauthorized issuance or use of an official document certifying the conformity of these goods safety requirements.

Ensuring the quality and safety of food products is an important factor for the well-being of the population and the prevention of diseases of nutritional origin, as well as for improving the quality of life of the population and ensuring food security in Uzbekistan.

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## **STRATEGIES TO INCREASE THE INVESTMENT ATTRACTIVENESS OF REGIONS**

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For an investor, assessing the attractiveness of a country's investiture, taking into account its capabilities, is among the important issues. Today, it is one of the priorities to ensure regular improvement of favorable investiture environment conditions in our country. In this case, the main task of the state is explained by creating a favorable investment environment for attracting capital and increasing its attractiveness.

Stable and effective development of the regions of Uzbekistan should be ensured by faster growth rates of labor productivity and, consequently, sufficient capital investments. In modern market conditions, one of the most pressing problems is the search for new approaches and methods of increasing investments in the national economy of the regions, which make it possible to ensure the economic development of the territories.

In this regard, the relevance and importance of theoretical, methodological, scientific and practical substantiation of the development and implementation of strategies to increase the investment attractiveness of regions based on the identification of priority areas for their development, opportunities for coordination and intensification of production and marketing activities of all business entities, more effective use of state forms of support in order to achieve economic sustainability and growth of regions increases.