COMPETITIVENESS OF EXTRUDED GRAINS
ON THE BASIS OF GRAIN CEREAL GRAIN

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The assortment of dry breakfasts is very wide and this enables producers to form an assortment depending on the availability of raw materials and production capacities. In Ukraine, the production of dry breakfasts are engaged in more than 20 enterprises. Producers, trying to attract potential buyers, buy new technologies, equipment, create new brands, change the design of packaging. Competition compels the producer to constantly increase capital and improve production, which contributes to the rapid development of productive forces, accompanied by an increase in the scale of production, as well as the deepening of the division of labor. In this regard, the analysis of the competitiveness of products becomes a necessary process in the system of commodity quality management, analysis of the competitive status of the enterprise and the resource of the market. The characteristic of nutritive value, quality and competitiveness of extruded grain products, produced from grain raw materials, is given. The analysis of the market for extruded products based on grain cereals. The complex method considered in the article allows to evaluate the competitiveness of new types of extruded grain products obtained from natural raw materials and without the use of synthetic additives and flavors. The competitiveness of new types of extruded grain products has been determined, prepared on the basis of grain cereals with the addition of herbal supplements. Developed extruded cereal products prepared without the use of the process of pelleting compared to a control sample will be competitive in the consumer market.

Keywords: cereal products, extruding, competitiveness, expansion of assortment.