

STUDYING OF THE MARKET OF THE COMMERCIAL STARTERS FOR NUTRITIONAL FERMENTED MILK PRODUCTS

Yurieva K. S., Orlova V. V.

Scientific supervisor: PhD, Assoc. Prof. Kalyuzhnaya O. S.

National University of Pharmacy, Kharkiv, Ukraine

yureva.ksu95@mail.ru

Today there are widely spread so-called functional products, which contain biologically active components and which being used regularly provide wholesome effect on human organism or on its certain functions. They include products of fermented milk derivation: kefir, yoghurt, clabber, fermented baked milk, cheese, sour cream, curds. The domiciliary production of mentioned products using ferments is becoming more popular.

Ferment – is a microbiological (more often bacterial) consistency causing fermentation. It is used for milk souring with the aim of getting fermented products and also for preparing dough and beverages (kvass, beer). There are also liquid and dry live ferments. Dry live ferments are more preferred then liquid ones, since the product made with the help of such leavens, as a matter of fact, becomes a medicine. Besides, liquid leavens have short shelf life and gotten products differ from regular ones in taste. Dry leavens represent lyophilized microorganisms which remain alive for the whole year in fridge and for 18 months in freezer.

The most popular leavens which are being sold at Ukrainian market belong to such trademarks as VIVO, Іпробіт, Good Food, Genesis, MIO. These enterprises develop and produce wide range of ferments. The main components of which are such bacteria: *Lactobacillus bulgaricus*, *Lactococcus lactis*, *Lactobacillus acidophilus*, *Streptococcus thermophiles*, *Bifidobacterium bifidum*, *Bifidobacterium breve*, *Bifidobacterium lactis*.

Fermented milk cultures included in leaven have a beneficial effect on all organism systems, and they also regulate Metabolism. They normalize the work of alimentary system, protect organism from putrefactive bacteria, and also purify an organism from harmful slags and toxins. Fermented milk products contain a lot of substances, which are active natural antibiotics. These substances struggle rather successfully against a great deal of causative agents of disease, which are in human intestines. They are essential components of a healthy diet for children and adults. As a result fermented milk production has a great supply among a lot of countries of the world including Ukraine. Our country produces a lot of fermented milk leavens every year, and these leavens are used for getting different foodstuffs. Therefore, the development of the new composition of starter cultures and formulations of the products prepared on their basis is relevant today.