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NUTRITION PROBLEMS OF THE MODERN MAN. THE PRINCIPLES OF HEALTHY EATING

***Abstract:** The article deals with the problem of healthy nutrition in the modern society. The drawbacks of the modern nutrition are studied. Among them are poor diet, low quality products and abundance of fast food. The article outlines the problems of nutrition and its impact on the human health.*

***Keywords:** nutrition, healthy eating, consumption, poor diet.*

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ПРОБЛЕМЫ ПИТАНИЯ СОВРЕМЕННОГО ЧЕЛОВЕКА. ОСНОВНЫЕ ПРИНЦИПЫ ЗДОРОВОГО ПИТАНИЯ

***Аннотация:** В статье рассматривается проблема здорового питания общества, изучаются недостатки в питании современного человека: несоблюдение режима питания, низкое качество продуктов, изобилие фастфуда. В статье исследуется негативное влияние неполноценного питания на здоровье.*

Ключевые слова: питание, здоровое питание, потребление, однообразное меню.

Nutrition is one of the most important factors mediating a person's relationship with the environment and having a decisive influence on health, working capacity, and the resistance of the human body to the negative effects of the production factors and the environment. Good nutrition and regular supply of the human body with all the necessary substances are especially important for the maintaining of health, working capacity and active longevity of a human being. They should be received regularly, in quantities corresponding to the physiological needs of the body.

Nutrition issues are currently a major physiological and hygienic problem. The researches show that the actual nutrition of certain groups of the country's population in recent years is characterized by a decrease in the consumption of meat, dairy, fish products, fresh vegetables and fruit. As an unfavorable fact, a decrease in energy intake with food (91%) should be considered, especially due to animal proteins. This creates the prerequisites for the formation of signs of protein-energy deficiency among low-income categories of the population. The content of vitamins in the diets of certain population groups is 55-60% of the recommended level. The imbalance in the structure of food baskets and actual nutrition is accompanied by impairments in physical development, tension in metabolic processes and adaptation mechanisms, increased anemia, and a high level of disease, which makes it possible to attribute a significant part of the population to high-risk groups.

Modern man does not consume enough necessary substances as a result of:

- monotonization of the diet, lack of diversity, reducing the diet to a narrow standard set of several basic groups of food and ready-made food;
- increased consumption of refined, high-calorie, but poor in vitamins and minerals food baskets (white bread, pasta, confectionery, sugar, spirits, etc.);
- increasing the proportion of products subjected to canning, long-term storage, intensive technological processing in the diet, which inevitably leads to a significant loss of vitamins.

Table 1. Consumption of the basic food products by the population of the Russian Federation (RF) and the Republic of Bashkortostan (RB) in 2010-2016 [1].

Food products	2010 year		2015 year		2016 year		Recommended consumption, per capita, kg/year
	RF	RB	RF	RB	RF	RB	
Meat and meat products	69	77	73	75	68	70	73
Milk and dairy products	247	332	239	316	236	313	325
Eggs, pieces	269	306	269	278	273	299	260
Fish and fish products	16	9	16,5	-	-	-	22
Sugar	39	35	39	38	39	37	24
Vegetable oil	13	13,2	13,6	15,1	13,7	15	12
Potatoes	104	87	112	113	113	112	90
Vegetables	101	72	111	87	112	88	140
Fruit	58	40	61	43	62	43	100
Bread	120	126	118	120	117	119	96

Therefore, there is a need to eat rationally. Rational nutrition is a physiologically nutritious food that contributes to the preservation of human health and the maintenance of normal and stable functioning of organs and systems of the body.

It is important to emphasize that rational nutrition for each person is not constant. On the contrary, rational nutrition is a variable value, it changes with age, it depends

on a person's gender, ethnicity, level of physical and psycho-emotional activity, health status, and external factors.

The commandments for healthy eating are as follows: moderation; variety; individuality; regular diet; preference for traditional nutrition.

The proposed principles of nutrition, despite their apparent simplicity, provide the most complete and healthy diet without the use of any serious calculations.

Moderation in nutrition reduces the excess nutritional and metabolic burden on the digestive system and the entire body, contributes to an increase in life expectancy, maintaining a higher quality of life.

A variety of food choices ensures a balanced diet and avoids the shortage of the particular nutrients.

Individuality in nutrition, including food habits and preferences, harmonizes nutrition with the individual characteristics of the digestive and metabolic organs.

Regular diet ensures stable functioning of the digestive system without failures and the whole body, including natural biological rhythms.

The preference for the traditional nutrition is the choice of such healthy food, that enzyme systems of the body are determined to process and assimilate. They also minimize the immunological incompatibility of the ingredients.

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