Abstract
Continued growth in demand for agricultural products in physical quantities and quality increasing total rising to take into account the dynamics of the global human population growth has led to the idea of environment necessary to stimulate food consumption per person per day, from which we can determine the physical quantity, of food daily food structures to enable a person to show performance in the profession and have a good health. Or study methods and Eating rational about maintaining a normal body weight within the performance advantages and innovation. Also identified a significant waste of food and agricultural production chain all methods to combat this waste. Of the results need to increase production of natural and organic products quality food and agricultural research topics shift to green technologies and innovative performances.

Keywords: rational, waste, ecology, innovation, performance.