

# MANAGEMENT STRATEGIES REGARDING THE QUALITY OF FOODS OF ANIMAL ORIGIN

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## Abstract

*With the increasing awareness of consumers, the management of the quality management of food products of animal origin has become essential. The paper analyzes various management strategies intended to ensure the safety, quality and sustainability of food products of animal origin. Key factors influencing food quality are highlighted, including production practices, supply chain management and compliance with food safety regulations. It also examines the role of technological innovations such as traceability systems and quality assurance protocols, demonstrating their effectiveness in achieving product integrity. The paper highlights the importance of involving all stakeholders, including producers, processors and consumers, in promoting a culture of quality assurance. The findings show that a comprehensive approach combining regulatory compliance, technological advancement and stakeholder collaboration is essential to promote the quality of food products of animal origin, thereby contributing to public health and consumer confidence.*

**Key words:** management, foods, quality

## INTRODUCTION

The quality of food of animal origin plays an essential role in protecting the health of consumers and promoting the sustainability of the food sector.

In a global environment marked by a growing demand for safe and healthy food products, the challenges related to the quality and safety of these foods are becoming increasingly complex. Factors influencing the quality of animal products include production methods, processing conditions, supply chain management and safety standards. In order to meet all the demands of consumers, companies in the food sector must implement effective management strategies that ensure not only compliance with legal regulations, but also their satisfaction. These strategies include developing and enforcing quality assurance protocols, implementing advanced

monitoring and traceability technologies, and educating stakeholders about the importance of food quality. The factors that contribute to the quality of animal products are numerous and interrelated. Production methods, such as animal feeding, animal care and husbandry practices, play a determining role in food quality. The processing conditions, the techniques used and the hygiene for handling the products, are essential for maintaining quality standards. Effective management of the supply chain and compliance with food safety standards imposed by legislative regulations is vital to prevent risks and guarantee a food product. Various management techniques are essential in addressing these challenges and in guaranteeing the quality of animal products. These techniques include implementing food safety management systems such as HACCP that help identify

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and control risks throughout the entire production process. Also, the use of monitoring and traceability technologies, such as RFID (radio frequency identification) and information management systems, allow companies to track products from farm to consumer, thus ensuring transparency of the production system.

## **MATERIAL AND METHOD**

A range of secondary resources including relevant literature, scientific articles, books and case studies were used to underpin the research. These sources provide a solid theoretical framework and examples of good practice in animal food quality management. International regulations and standards such as HACCP (Hazard Analysis and Critical Control Points), ISO 22000, national and European food safety legislation were also consulted.

A range of secondary resources including relevant literature, scientific articles, books and case studies were used to underpin the research. These documents are essential for understanding the context in which the food industry operates and for assessing quality compliance. By understanding these regulations, researchers can assess the appropriateness of implemented management strategies. Therefore, the use of secondary resources, including food safety literature and regulations, is essential to fully understand the context in which the food industry operates. This approach provides a solid basis for evaluating management strategies and developing innovative solutions to improve the quality of food of animal origin.

## **RESULTS**

The research carried out in the field shows that the implementation of international food safety standards are essential for ensuring the quality of products of animal origin. A recent study revealed that 85% of food operators

applying these standards reported a significant reduction in contamination incidents. This suggests that adopting these management practices not only improves food safety, but also increases consumer confidence in the products available on the market. In addition, according to a report by the World Health Organization, compliance with these standards can help reduce food risks and increase public health.

The implementation of traceability systems allows the monitoring of products from the farm to the consumer, ensuring transparency in the supply chain. The use of traceability technologies reduces the reaction time in case of contamination by 50%, allowing companies to act quickly to remedy inappropriate situations.

A survey conducted by CIRA (The Center for International Research and Analyses) shows that 78% of consumers are willing to pay a higher price for animal products that meet quality standards.

Research on consumer satisfaction shows that there is a positive correlation between the effective implementation of quality management strategies and consumer satisfaction.

The HACCP system is a proactive food quality management system, developed to identify, assess and control hazards that may affect food safety. It is considered the gold standard in the food industry and is used worldwide.

Total quality management (TQM) is a holistic approach to increasing organizational quality and performance that involves all employees from management to executive staff. The goal of TQM is to achieve customer satisfaction through continuous improvement of processes, products and services. TQM emphasizes customer satisfaction, recognizing that the long-term success of the organization depends on the ability to understand and satisfy customer needs. This involves open communication with customers and

constant adaptation to their requirements and feedback.

The management of continuous training of employees is a strategic approach through which organizations develop and improve specific skills, knowledge and competences, being very important to respond to changes in the business environment and to increase competitiveness.

ISO 22000 certification is an international standard that sets out the requirements for a food safety management system. It helps organizations demonstrate their commitment to food safety and provides a competitive edge in the marketplace. ISO 22000 certification involves external assessments, which ensures that organizations comply with international standards in the field. Regarding the national and European legislative aspects regarding food safety, they are based on the fundamental principles according to which food safety is a priority at the European and national level. Regulation (EC) no. 178/2002 represents the basic legislative framework for food safety in the European Union and establishes the essential principles through strict rules to protect public health and consumer interests.

## DISCUSSIONS

Quality management of food of animal origin is a complex field, influenced by numerous factors that vary from legislative requirements and international regulations, consumer expectations and technological innovations. The management strategies implemented in this sector are essential to ensure the safety, quality and sustainability of food products.

Foods of animal origin constitute a significant part of the human diet and contribute to the nutritional health of consumers. Food products of animal origin can pose a risk to public health if not managed properly. Contamination with pathogenic bacteria, toxins or chemical residues can lead to serious food poisoning.

Ensuring the quality of these products is vital not only for public health, but also for maintaining consumer confidence in the food industry. Cost challenges, regulatory complexity and consumer awareness require constant attention from food operators. In addition to all the essential aspects discussed previously, there are other important directions that deserve to be analyzed in the context of management strategies to ensure the quality of food of animal origin. One of the aspects refers to climate change, which through its effects (floods, drought) affects the quality and availability of fodder, but also the health of animals.

The use of data and digital technologies is becoming increasingly important in animal food quality management including process performance analysis, the use of mobile applications for supply chain monitoring and the implementation of intelligent farm management systems. Predictive analytics helps organizations identify emerging trends and anticipate problems before they become critical, helping to optimize production processes and reduce associated risks.

## CONCLUSIONS

The implementation of strict regulations and effective quality management systems have succeeded in reducing food contamination incidents and increasing consumer confidence. As the food industry is constantly changing, regulations must quickly adapt to new challenges through realistic revisions and adaptations.

Management strategies for the quality of food of animal origin must be comprehensive and adaptable to everyday challenges. The integrated approach that includes consumer education, transparency, data use and ethics will help ensure a safer, more sustainable and more responsible food system.

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