

# 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