## ASSESSMENT OF THE TECHNOLOGICAL PARAMETERS OF BUTTER PRODUCTION AND THE INFLUENCE OF THE STORAGE CONDITIONS ON ITS FRESHNESS

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## Abstract

Butter is the dairy product obtained by processing cream. It is a food rich in nutrients and is characterized by a very high digestibility. In the study carried out in a dairy products processing unit, located in the south of Romania, the technological flow of obtaining different types of butter, as well as their physico-chemical characteristics were followed. Laboratory determinations were carried out regarding the freshness of the butter (organoleptic examination, acidity determination, Kreiss reaction etc.). At the same time, a questionnaire was carried out in which 170 people participated, regarding the consumption of butter, a study performed through the Google forms platform. Following the determination of the acidity of the fresh, refrigerated and frozen butter samples, values below the maximum allowed limit were recorded, all samples being considered compliant, and the butter samples stored at temperatures higher than 4°C exceeded the maximum allowed value from the first days of the deviations temperature, being classified as non-compliant products. This aspect highlights the importance of respecting the storage conditions recommended by the manufacturers. Following the opinion poll on butter consumption, 71.2% confirmed the preference to consume butter in the morning. For most participants, the producing company is the determining factor in the choice of butter.

Key words: butter, fat, acidity, storage conditions.