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## **RELATIONSHIP AND LEGISLATIVE REGULATION OF THE CONCEPTS «ORGANIC PRODUCTS» AND «ENVIRONMENTALLY FRIENDLY PRODUCT»**

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In the National Security Strategy of the Republic of Kazakhstan for 2021–2025, signed by Head of State Tokayev Kassym-Jomart Kemelevich, priority is given to the sustainable development of the country's economy, including the agricultural sector, ensuring environmental, technological information, water and food security.

«Food security» is an integral part of «national security». In accordance with Article 22 of the Law of the Republic of Kazakhstan «On the National Security of the Republic of Kazakhstan» «food security is a part of economic security and provides for the protection of the economy, including the agro-industrial complex, in which the state is able to provide physical and economic accessibility to the population of high-quality and safe food products, sufficient to meet the physiological norms of consumption and demographic growth». As noted in the definition, «quality» and «safe food» has already become one of the main issues in the country at this stage.

Increasing the range and diversity of food production causes consumers to demand high quality and safety of food production. Recently, the concepts of product quality, safety, product certification are often heard inside the country, taking into account the requirements of consumers, a food culture has developed in society, and demand for environmentally friendly products is growing. Increasing competition in the country is directly related to improving the quality of products.

The production of environmentally friendly products is regulated by the Law of the Republic of Kazakhstan dated November 27, 2015 «On the production of organic products» and the Law of the Republic of Kazakhstan dated November 27, 2015 «On amendments and additions to certain legislative acts of the Republic of Kazakhstan on the production of organic products and the development of the agro-industrial complex».

Unfortunately, due to the lack of state standards for environmentally friendly products in the Law and the lack of a clear definition of the concept of «environmentally friendly products», there will be no consumer confidence in the quality of products manufactured on marketable goods of the brands «organic», «bio», «halal» and etc. The country needs to develop a market for standardization and certification of environmentally friendly products that meet international standards. The system of improving product quality, certification, standardization and control of products also requires attention from the state.

In the article, the authors define the concepts of «environmentally friendly product» and «organic products», provide for their legislative regulation. Analyzing the specifics of ecological products from organic, they reveal the importance and possibilities of producing high-quality food products. Proposals will also be presented to improve legislation and standards governing relations in the food market, taking into account the quality and safety of agricultural products.

**Key words:** organic products, environmentally friendly products, safety, market, certificate, brand, products, product quality.

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### **«Органикалық өнім» және «экологиялық таза өнім» ұғымының ара-қатынасы және заңнамалық реттелуі**

Мақала ҚР Ғылым және жоғары білім министрлігінің № АР14870596 «Жайылымдық экожүйелерді ұтымды пайдалану мен қорғауды құқықтық реттеу мәселелері» гранттық жобасы аясында дайындалды.

Мемлекет басшысы Қасым-Жомарт Кемелұлы Тоқаев қол қойған Қазақстан Республикасының 2021–2025 жылдарға арналған Ұлттық қауіпсіздік стратегиясында ел экономикасының, оның ішінде ауыл шаруашылығы секторын тұрақты дамытуға, экологиялық, технологиялық ақпараттық, су және азық-түлік қауіпсіздігін қамтамасыз етуге басымдық беріледі.

«Азық-түлік қауіпсіздігі» «ұлттық қауіпсіздікпен» пара-пар ұғым. «Қазақстан Республикасының ұлттық қауіпсіздігі туралы» Заңының 22-бабына сәйкес «азық-түлік қауіпсіздігі экономикалық қауіпсіздігінің бір бөлігі болып табылады және мемлекет тұтынудың және демографиялық өсудің физиологиялық нормаларын қанағаттандыру үшін жеткілікті болатын сапалы және қауіпсіз азық-түлік тауарларына халықтың нақты және экономикалық қолжетімділігін қамтамасыз ете алатын экономиканың, оның ішінде агроөнеркәсіптік кешеннің қорғалу жай-күйін көздейді» делінеді. Анықтамада көрсетілгендей, «сапалы» және «қауіпсіз азық-түлік» өнімдері қазіргі кезеңде еліміздің басқарматтылығында басты мәселелердің біріне айналып үлгерді.

Тамақ өнімдерінің ассортименті мен өндірісінің түрлілігінің артуы тұтынатыларға азық-түлік өнімдері өндірісінің жоғарғы сапасы мен қауіпсіздігінің қажеттілігін туындатады. Соңғы кезде ел ішінде өнімнің сапасы, қауіпсіздігі, өнімнің сертификациясы деген түсінік жиі айтылып, тұтынушылардың талаптары ескеріліп, қоғамда тамақтану мәдениеті қалыптасты, экологиялық таза өнімге сұраныс артып келеді. Елімізде бәсекелестіктің артуы өнім сапасының артуына тікелей байланысты.

Экологиялық таза өнім өндірісі елімізде «Органикалық өнім өндіру туралы» 2015 жылғы 27 қарашадағы Қазақстан Республикасының Заңымен және «Қазақстан Республикасының кейбір заңнамалық актілеріне органикалық өнім өндіру және агроөнеркәсіптік кешенді дамыту мәселелері бойынша өзгерістер мен толықтырулар енгізу туралы» 2015 жылғы 27 қарашадағы Қазақстан Республикасының Заңымен реттеледі.

Өкінішке орай, Заңда экологиялық таза өнімдерге мемлекеттік стандарттардың болмауының салдарынан және «Экологиялық таза өнім» ұғымына нақты анықтама берілмегендіктен, нарық тауарларындағы «organic», «bio», «halal» және т.б. маркада шығарылатын өнімдердің сапасына тұтынушылардың сенімі болмайды. Елімізде халықаралық стандарттарға сай, экологиялық таза өнімдерді стандарттау және сәйкестік белгісімен сертификаттау нарығын дамыту қажет. Сондай-ақ, өнімдердің сапасын арттыру, өнімді аттестациялау, стандарттау және бақылау жүйесі де мемлекет тарапынан көңіл бөлуді талап етеді.

Мақалада авторлар «экологиялық таза өнім» және «органикалық өнім» ұғымдарына анықтама беріп, олардың заңнамалық тұрғыда реттелуін қарастырады. Экологиялық өнімдердің органикалық өнімдерден ерекшелігін талдай отырып, сапалы тамақ өнімдерін өндірудің маңыздылығы мен мүмкіндіктерін ашып көрсетеді. Сондай-ақ, агроөнеркәсіптік кешен өнімдерінің сапасы мен қауіпсіздігін қарастырып, азық-түлік нарығы қатынастарын реттейтін заңнамалар мен стандарттарды жетілдіру бойынша ұсыныстар беріледі.

**Түйін сөздер:** органикалық өнім, экологиялық таза өнім, қауіпсіздік, нарық, сертификат, марка, өнім, өнімнің сапасы.

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### **Соотношение и законодательное регулирование понятий «Органическая продукция» и «Экологически чистый продукт»**

Статья подготовлена в рамках грантового проекта Министерства науки и высшего образования РК № АР14870596 «Проблемы правового регулирования рационального использования и охраны пастбищных экосистем».

В Стратегии национальной безопасности Республики Казахстан на 2021–2025 годы, подписанной главой государства Токаевым Касым-Жомартом Кемелевичем, приоритет отдается

устойчивому развитию экономики страны, в том числе сельскохозяйственного сектора, обеспечению экологической, технологической информационной, водной и продовольственной безопасности.

«Продовольственная безопасность» является неотъемлемой частью «национальной безопасности». В соответствии со статьей 22 Закона Республики Казахстан «О национальной безопасности Республики Казахстан» «продовольственная безопасность является частью экономической безопасности и предусматривает защищенности экономики, в том числе агропромышленного комплекса, при котором государство способно обеспечить физическую и экономическую доступность населения качественных и безопасных продовольственных товаров, достаточных для удовлетворения физиологических норм потребления и демографического роста». Как отмечается в определении, что «качественные» и «безопасные продукты питания» уже на данном этапе стали одним из главных вопросов в стране.

Повышение ассортимента и разнообразия производства пищевой продукции вызывает потребность потребителей в высоком качестве и безопасности производства продуктов питания. В последнее время внутри страны часто звучат понятия качества продукции, безопасности, сертификации продукции, с учетом требований потребителей, в обществе сложилась культура питания, растет спрос на экологически чистую продукцию. Повышение конкуренции в стране напрямую связано с повышением качества продукции.

Производство экологически чистой продукции регулируется Законом Республики Казахстан от 27 ноября 2015 года «О производстве органической продукции» и Законом Республики Казахстан от 27 ноября 2015 года «О внесении изменений и дополнений в некоторые законодательные акты Республики Казахстан по вопросам производства органической продукции и развития агропромышленного комплекса».

К сожалению, из-за отсутствия в Законе государственных стандартов на экологически чистую продукцию и отсутствия четкого определения понятия «экологически чистая продукция» не будет доверия потребителей к качеству продукции, выпускаемой на рыночных товарах марок «organic», «bio», «halal» и др. В стране необходимо развивать рынок стандартизации и сертификации экологически чистых продуктов, соответствующих международным стандартам. Также требует внимания со стороны государства система повышения качества продукции, аттестация, стандартизация и контроль продукции.

В статье авторы определяют понятия «экологически чистый продукт» и «органическая продукция», предусматривают их законодательное регулирование. Анализируя специфику экологической продукции от органической, раскрывают важность и возможности производства качественной пищевой продукции. Также будут представлены предложения по совершенствованию законодательства и стандартов, регулирующих отношения продовольственного рынка с учетом качества и безопасности продукции агропромышленного комплекса.

**Ключевые слова:** органическая продукция, экологически чистая продукция, безопасность, рынок, сертификат, марка, продукция, качество продукции.

## Introduction

Food security is one of the priority areas for ensuring the national security of the Republic of Kazakhstan. In modern time the huge role in maintenance of stable and normal functioning of activity of the person is played by control of conditions of production of the products intended for direct consumption and also raw materials of which these products are manufactured. It is caused by the fact that achievements of science not only have the progressive party, but also can bear negative consequences which affect first of all human health. Creation of new types of chemical fertilizers, additives, application of achievements of genetic engineering not always aim at improvement of quality of products and level of its safety, and are one of effective from the point

of view of the person which is carrying out business activity, means for increase in the received commercial benefit.

Also, the fact of the integrity of the environment and the interdependence of the processes occurring in it cannot be ignored. The production of products using chemicals and genetic engineering achievements can not only increase the profitability of its commercial sale, but also have a negative impact on the environmental situation.

Another problem is providing consumers with a real choice among a diverse range of products of a product that does not contain harmful chemicals. This is difficult due to the lack of the average consumer of the necessary knowledge in this area. Manufacturers often take advantage of this fact and mislead consumers about the consumer properties of products.

The state, through legal regulation, protects the rights and legitimate interests of a person in the most important areas of life. According to article 29 of the Constitution of the Republic of Kazakhstan, citizens of the Republic of Kazakhstan have the right to health protection ([https://adilet.zan.kz/eng/docs/K950001000\\_](https://adilet.zan.kz/eng/docs/K950001000_)), enshrines for the state the obligation to protect people's health, which also consists in regulating the circulation of food products. In this regard, the Constitution of the Republic of Kazakhstan establishes that activities that contribute to the strengthening of human health, the development of environmental and sanitary-epidemiological well-being are encouraged on the territory of the Republic of Kazakhstan.

One of the main conditions for improving the quality of life of citizens is the provision of high-quality food in the required quantity. At the same time, improving the quality of agricultural products is a set of measures aimed at growing agricultural producers and increasing the competitiveness of agricultural products in a market economy.

In the context of the socio-economic development of the country, one of the main prerequisites for regulating food security issues is the development of the domestic agro-industrial complex and the preservation of villages with a delay in development. In this regard, on behalf of the President, on October 12, 2021, a government decree was adopted «On approval of the National Project for the Development of the Agro-Industrial Complex of the Republic of Kazakhstan for 2021 – 2025» (hereinafter referred to as the project) (<https://adilet.zan.kz/kaz/docs/P2100000732>).

During the implementation of this project, the Head of State set a number of tasks for the Government, such as increasing labor productivity, increasing the incomes of the rural population in a sustainable form, improving the standard of living and well-being of the rural population. If there are 6293 rural settlements in the country, then 4, 429 villages are provided with centralized drinking water supply (Yerkebayeva 2022). Currently, the project is being implemented on a systematic basis.

The Law of the Republic of Kazakhstan «On state regulation of the development of the agro-industrial complex and rural areas» (hereinafter referred to as the Law) was adopted on July 8, 2005 ([https://online.zakon.kz/Document/?doc\\_id=30016403](https://online.zakon.kz/Document/?doc_id=30016403)). The law includes state regulation of agricultural products, the production market, agricultural activities, industrial safety, the formation of an entrepreneur-

ship system, and is also aimed at ensuring animal husbandry, fisheries, the food industry, veterinary and phytosanitary, infrastructure security (Yerkinbayeva 2011: 25).

The Republic of Kazakhstan is one of 25 countries with high potential for agricultural production. Nevertheless, despite the fact that agricultural products are developed, socio-economic issues have not been settled in the agricultural sector of the country. 60% of food is imported from abroad, while the remaining 40% is produced in their home country. In addition, insufficient technology for processing agricultural products into raw materials prevents the preservation of food security (Muratkyzy 2011: 12). The country is littered with low-quality food. This problem is caused by the lack of control over the quality of food, low level of certification and standardization of raw materials. This situation requires quality management of agricultural products and the requirements for the production, transportation, storage, sale of products for agricultural producers are increasing.

To process agricultural products in a country where domestic products play an important role in food security, that is, 80%, it is necessary to establish large-scale projects on the part of the state and work on special programs. According to world experience, the agricultural sector in developed countries – the United States of America, Germany, France – is always one of the priority sectors of the economy, in which, first of all, the rights of farmers are protected and a special law is adopted to protect their interests.

Production, storage, processing of agricultural products is not only a certain sector of the economy, but also a guarantee of food security. In this regard, based on the strategic plans of developed countries in regulating agricultural business, we consider it necessary to adopt the Law «On Ensuring Food Security», which is in practice in 95% of the countries of the world. The country has a law «On food safety,» which was adopted in 2007 ([https://adilet.zan.kz/eng/docs/Z070000301\\_](https://adilet.zan.kz/eng/docs/Z070000301_)). Within the framework of this law, more than 20 government decrees, instructions and orders of ministries have been adopted. However, these regulations indirectly regulate the relationship between agricultural products and food security. For this reason, agricultural products do not meet the requirements of the Law «On Food Safety» and the Environmental Code of the Republic of Kazakhstan ([https://online.zakon.kz/Document/?doc\\_id=34476424#activate\\_doc=2](https://online.zakon.kz/Document/?doc_id=34476424#activate_doc=2)).



## Materials and methods

When writing the article, the scientific works of the domestic scientist L.K. Yerkinbayeva, who studies the agricultural industry, as well as the works of A. Yerkebaeva and K. Muratkyzy were used. In the course of scientific research, comparative legal, historical, dialectical methods of analysis were carried out. An analysis of the norms of the Environmental Code of the Republic of Kazakhstan, the Law of the Republic of Kazakhstan «On Food Safety» was carried out, a legal comparative analysis of the norms of the Law of the Republic of Kazakhstan dated November 27, 2015 «On the Production of Organic Products» and the Law of the Republic of Kazakhstan dated July 21, 2007 No. 301 «On Food Safety» was carried out.

### The main part

In industrialized countries, organic agriculture is given special importance in the agricultural sector. In the countries of the European Union, the number of agricultural producers has now increased significantly, and it should be noted that the demand for agricultural production, that is, for organic products, is growing day by day all over the world.

Factors contributing to the demand for organic products:

The first factor is the abundance of reliable information on human health and nutrition;

The second factor is the indifference of food consumers to food safety, that is, an increase in market literacy of consumers;

The third factor is pollution of nature and non-observance of ecological balance;

The fourth factor is the ambiguity of the idea of GMOs (genetically modified organisms), that is, the abundance of discussions (<https://www.belge.com/kk/>). It is these factors that have increased the demand for organic food.

In general, organic products are produced with the production of pesticides, synthetic fertilizers and pure raw materials without the use of GMOs. In plain language, organic products are a pure product that does not contain artificial food additives, does not cause any harm to the environment and human health. Organic foods differ from other foods in being high in vitamins and minerals.

On November 27, 2015, the Republic of Kazakhstan adopted the Law «On the Production of Organic Products». In accordance with article 14 of the said law, when labeling organic products and

advertising them, it is allowed to use separately or in a phrase the designations or abbreviated forms given in the rules for the production and circulation of organic products arising from them, such as «bio» and «eco» (<https://adilet.zan.kz/eng/docs/Z1500000423>). Organic products produced in accordance with the requirements of the law are subject to certification and are marked with their mark. So, in the countries of the UN and the European Union, the concepts of «biological» and «environmental» are used in the description of the organic production system.

By definition, IFOAM is recognized as environmentally friendly products – products that have not undergone genetic changes, without the use of pesticides, herbicides, pesticides.

The concept of «environmentally friendly product» was first theoretically formulated in 1924 by R. Steiner. In the 1930s and 1940s, scientists such as G. Muller, E. Balfer and A. Howor, Fukuokoi studied and developed this idea in their work.

Environmentally friendly products are labeled in the world under different terms. In Western Europe, «biological products», in Northern Europe «environmental products», in the USA and Great Britain «organic products», in Finland «natural products». These names and markings began to be recognized on the market of our country in recent years by many names and markings, such as «economically clean products», «farm products», «bio», «eco», «organic», «natural products». Now let's talk about the interpretation and differences in the application of these terms.

One of the most popular signs in green products is the «BIO» sign. The term «BIO» means «life» in ancient Greek. That is, a bioproduct is a product in which there are living organisms. Product «BIO» natural product – a set of vitamins and nutrients. Among bioproducts, for example, «Bio kefir» and «Bio yogurt», «Food master».

Marking of products with the ECO sign is approved by special rules. The labeling of eco-products means the environmental advantage of the product, that is, it does not cause any harm to the environment during the production, storage, transportation and use of products.

Under the «Organical» label, we can say that the products are recommended to consumers who adhere to the principle of «nothing superfluous» in the product. According to the Rules for the Use of the «Organic Product» Label (SanPiN) (<https://kk.healthy-food-near-me.com/eco-bio-and-organic-what-does-the-label-mean/>), «Organic Product» is

associated with livestock and poultry products. Organic beef is not filled with hormones or antibiotics, and fruits and vegetables labeled «Organic» are not treated with chemicals.

In Kazakhstan, as in other post-Soviet republics, consumers often associate organic products with «environmentally friendly». For example, this approach is directly enshrined in the legislation of the Russian Federation and Tajikistan, where organic products are defined as «environmentally friendly products» ([https://online.zakon.kz/Document/?doc\\_id=38038402&pos=155;-31#pos=155;-31](https://online.zakon.kz/Document/?doc_id=38038402&pos=155;-31#pos=155;-31)).

Until recently, Kazakh legislation also contained the concept of «environmentally friendly food products» (Environmental Code as amended in 2007 and the Law «On Food Safety» as amended in 2007). This allowed some food industry enterprises to label products with the Eco sign and receive added value, but there were no clear rules for the production and control of such products. After active discussions by stakeholders, the concept of “environmentally friendly food products” was excluded in 2019 from the Environmental Code and the Law «On Food Safety» in order to bring it into line with the Law «On the Production of Organic Products».

The Law «On the Production of Organic Products» (clause 3 of article 14) allows the use of the designations «bio» and «eco», separately or together, only in the labeling and advertising of organic products that meet the requirements of organic legislation. The Law prohibits the use of any designations, signs, symbols, etc., that may mislead the consumer that the product or its ingredients comply with organic legislation. These requirements of the Kazakhstani legislation comply with the rules of the Alimentarius Code Manual (paragraph 1.2 of section 2. Guidelines)

Thus, according to Kazakhstani legislation, products labeled «bio» and «eco» are identical to «organic» products and the procedure for their production, labeling and certification should be regulated by the legislation on organic production.

It should be noted that in international trade there are many products labeled «natural», «origin green», «antibiotic free», «grassfed», etc., which in a broad sense can be attributed to «environmentally friendly» products. The popular term «natural» is usually applied to those products that are produced using natural ingredients in their composition. However, the use of such designations does not mean that these products do not contain chemicals or synthetic ingredients to which organic production is intolerable with a few exceptions.

According to Article 1 of the Law on Organic Production, organic products are agricultural products, aquaculture and fishing products, products from wild plants and products of their processing, including food products produced in accordance with the requirements of this Law ([adilet.zan.kz/eng/docs/Z1500000423](http://adilet.zan.kz/eng/docs/Z1500000423)).

Both in the Law «On Food Safety» and in the Law «On state regulation of the development of the agro-industrial complex and rural areas» the definition of organic products is not issued, the concept «food safety» is given the following definition, that is, «food safety is the development of food products related to harm to human life and health and violation of the legitimate interests of consumers, taking into account the conjugation of the probability of the implementation of a dangerous factor and the severity of its consequences; The absence of unacceptable risk in all processes (stages) of production (manufacture), turnover, disposal and destruction» ([adilet.zan.kz/eng/docs/Z070000301\\_](http://adilet.zan.kz/eng/docs/Z070000301_)).

In world practice, the manufacturing country cannot label «Organic» and «ECO» in the absence of documents and certificates confirming its products. Each country has its own standards for organic products. So, in the USA, the sign «USDA Organic Seal» is applied to organic products, in Japan – the sign «JAS», in Switzerland – the sign «Bio Suisse». Documents and certificates confirming the quality of products are issued for 1 year. In accordance with the Law of the Republic of Kazakhstan «On Trademarks, Service Marks, Geographical Indications and Names of Places of Origin of Goods», designations denoting a trademark, expression, letters, numbers, overall marks and other designations or their combined samples that allow distinguishing goods and services of one person from homogeneous goods or services of others can be registered ([https://adilet.zan.kz/eng/docs/Z990000456\\_](https://adilet.zan.kz/eng/docs/Z990000456_)).

High productivity in market conditions increases the level of competitiveness and economic growth in the market, helps to save material resources.

Currently, the production of organic products in Kazakhstan is exported. The domestic market is still weak, but there is great potential for its development, especially in large cities (Grigoruk, Klimov, 2016 : 92). The concept of organic production is new and the population is not sufficiently informed about the production criteria, the advantages of organic products and the rules for their labeling ([https://ecfs.msu.ru/images/publications/Organic\\_in\\_Eurasia.pdf](https://ecfs.msu.ru/images/publications/Organic_in_Eurasia.pdf)). In this regard, there is a risk of selling products labeled as «environmentally

friendly» or similar designations without proper justification, the risk of the so-called «greenwashing», that is, «green laundering» ([https://online.zakon.kz/Document/?doc\\_id=38038402](https://online.zakon.kz/Document/?doc_id=38038402)).

The objective interpretation of the concept of «product quality» is to increase product efficiency, product quality compliance with international standards. High-quality products are produced only from high-quality raw materials. As already noted, only 40% of agricultural products in the country are produced in the form of raw materials, and the remaining 60% – from abroad. Food producers are more focused on raising incomes rather than the quality of raw materials. Today, imports of non-critical products are growing and the quality of products entering Kazakhstan lags behind world standards. We must therefore raise the culture of nutrition for our health and future.

That is, the production of high-quality food products, including domestic ones, is one of the urgent issues of the market economy. Unfortunately, the country has not developed enough domestic entrepreneurial structure in the production of natural clean nutrition, the main reason for which is the lack of funds and productive forces and there is no state support. For this reason, dependence on socially significant imported consumer goods still prevails.

The safety of agricultural products is part of the national security of the country. For any state, the safety of the country's agricultural products is a priority, since without observing the safety of agricultural products, it is impossible to ensure the economic, political, and national security of the country.

In this regard, given the current global food deficit and the global economic crisis, our state should formulate a policy to ensure the safety of agricultural products. For this, firstly, it is necessary to improve the legislation on providing the population with high-quality and safe food; secondly, the priority of sanitary and epidemiological, environmental cleanliness of imported food products; thirdly, bringing the approved domestic standards for food products in line with international standards; fourthly, inexpensive supplies of domestic food products; fifth, full provision of food to low-income segments of the population; sixth, summer cottages, horticultural and personal subsidiary plots.

Also, at present, it is necessary to adopt the Law «On Ensuring Industrial Safety of the Republic of Kazakhstan».

## Conclusions

The production of high-quality food products is one of the most important factors for increasing competitiveness in the world market, allowing the Republic of Kazakhstan to join the World Trade Organization.

In the concept of the transition of the Republic of Kazakhstan to sustainable development for 2007-2024, priority is given to achieving certain successes in the country's economy, increasing the efficiency of the rational use of natural resources, and strict control of the quality of food in the domestic market.

In our opinion, an environmentally friendly product is a product that does not contain toxic substances, agrochemicals and radionuclides, which does not harm human health and its future.

The production of environmentally friendly products is formed by the level of technological processes, the quality of natural resources and substances used in production, their impact on the environment.

For the economic growth of environmentally friendly products, highly specialized knowledge and an extensive database are needed, quality assurance and control services must function in high quality.

According to the authors, the concepts for the development of environmentally friendly products are as follows:

- ecological arrangement of production forces;
- safe environmental development of industry, energy, transport and utilities;
- environmentally safe development of agriculture;
- efficient use of renewable natural resources as inexhaustible;
- complex use of return resources, disposal and neutralization of recycling waste;
- improvement of management in the field of environmental protection and environmental management, prevention of emergency situations;
- expanding the range of products according to specifics and improving environmentally friendly technology.

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