

will tend to look for objective facts and solid evidence. Personal bonds have little relevance for business in the UK, which differs from other European countries.

The conversation should be concise and spoken in a calm tone. Listening more and speaking less is a feature that will characterize people positively to British partners. Most people in this country prefer to negotiate in a fairly straightforward and honest style. Negotiators in the country use pressure techniques only as long as they can be applied in a non-confrontational fashion.

A very important part of business meetings with the British is what happens after the meeting is over. One should never reject an invitation to a pub, joining their new business partner for a beer is extremely appreciated in the UK. It is a binding part of the business meeting and refusing to participate in it may seem suspicious or offensive to a partner. Negotiations can also continue during business lunch or dinner.

It can be concluded that the rules of negotiation in the UK do not differ much from other countries. However, there are some aspects that should be observed when negotiating with British business partners in order to achieve success.

References

1. Negotiations in Great Britain [Electronic resource] // crossculture2go. — Mode of access: <https://crossculture2go.com/negotiations-in-great-britain/>. — Date of access: 13.11.2022.
2. A Quick Guide To Business Etiquette In The United Kingdom [Electronic resource] // globig. — Mode of access: <https://globig.co/blog/a-quick-guide-to-business-etiquette-in-the-united-kingdom>. — Date of access: 13.11.2022.
3. *Katz, L. Negotiating International Business — The Negotiator's Reference Guide to 50 Countries Around the World / L. Katz.* — BookSurge Publishing, 2006. — 479 p.

A. Loseva

А. Лосева

БГУ (Минск)

Научный руководитель О.В. Броч

OPPORTUNITIES FOR OBTAINING ADDITIONAL PROFIT FOR VEGETABLE PRODUCTION USING SECONDARY RAW MATERIALS: DIETARY FIBER

Возможности получения дополнительной прибыли для овощного производства при использовании вторичного сырьевого ресурса: пищевых волокон

The relevance of the work is to increase the profit of vegetable production, an important resource is the depth of raw materials processing, increasing the product yield per each

vegetable unit. It is economically profitable to obtain additional dietary fiber from secondary raw materials, which is formed while processing vegetables and fruit used for the production of nectars and juices.

The so-called pomace is formed in large quantities in the form of by-products, thus creating problems of both economic and environmental nature. They also contain dietary fiber, sugars, antioxidants, vitamins, biologically active and coloring substances. The problem of using pomace is complicated by its high humidity, short shelf life and a limited number of processing methods. The most effective method is the drying of secondary raw materials. The easiest way is to use a convection method. The heat of the air is transferred to the dried product. The shortcomings of this method are the following: duration, energy costs, oxidation, overheating, loss of biologically active substances. Infrared heating is more promising in drying food materials. Applying this method, we don't need high temperatures. It helps us to avoid caramelization and melanoidin formation, while preserving useful substances and the presentation of the product.

The objective of our work is to prove the advantages of the infrared method in drying carrots and pumpkins for obtaining dietary fiber in comparison with the convection method.

The object of research is secondary raw materials (pomace) obtained by separating pumpkin and carrot juice.

We needed 60 minutes to dry pumpkins and 75 minutes to dry carrots with the help of the infrared method. We spent at least 110 minutes while drying these vegetables by the convection method. When using the infrared method, the drying of vegetables is carried out at 55 °C, with the convection method, the pomace of the product is heated to 90 °C. The taste and color deteriorate with the convection method, the reaction of melanoidin formation takes place, which gives bitterness. The infrared method allows you to save the taste and color of the product, dietary fiber, pectin, mucus, carotene and even vitamin C.

By developing processing technologies, it is possible to avoid up to 40 % of raw materials loss, easily and economically obtain additional sources of dietary fiber-prebiotics, which are so necessary for the digestive system. Everyone knows that with a lack of prebiotics, sugar accumulates in the blood, blood pressure rises, and toxic substances are retained in the body. Thus, using secondary raw materials (cake and pomace), we follow Commoner's ecological law: "Nature knows better" and help to meet the physiological needs of the body in dietary fiber, the daily requirement for which is 20g.

References

1. *Атаназевич, В. И.* Сушка пищевых продуктов: пособие / В. И. Атаназевич. — М.: ДеЛи, 2000. — 294с.

2. *Алтухов, И.В.* Технология получения концентрированных сахаросодержащих продуктов с использованием инфракрасной обработки и сушки корнеклубнеплодов / И.В. Алтухов. — Иркутск: Изд-во Иркут. нац. исслед. техн. ун-та, 2018. — 155 с.