
HUMAN NUTRITION

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HEALTHY FOOD POLICY IN THE ORYOL REGION AND ITS SOCIAL-ECONOMIC ASPECTS

Research article

Abstract

The project "Healthy Nutrition" is part of the federal program "Strengthening public Health" of the national project "Demography". The goal of the national project "Demography" is to increase the expected duration of a healthy life, reduce the mortality rate of the population and increase the total birth rate. This is a top-level program, on the basis of which all state bodies and structures of our country work from 2019 to 2024. Also, one of the main goals of this national project is to increase the share of citizens who lead a healthy lifestyle, and, consequently, fully pay attention to healthy nutrition. The key socio-economic instruments in the implementation of the state program are budget-tax and credit-monetary. This article analyzes what kind of socio-economic mechanisms are implemented in the Orel region.

Keywords: healthy food, rural areas, small and medium-sized businesses, simplified taxation system, concessional lending.

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ПОЛИТИКА ЗДОРОВОГО ПИТАНИЯ В ОРЛОВСКОЙ ОБЛАСТИ И ЕЕ СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЕ АСПЕКТЫ

Научная статья

Аннотация

Проект «Здоровое питание» является частью федеральной программы «Укрепление общественного здоровья» национального проекта «Демография». Своей целью национальный проект «Демография» ставит увеличение ожидаемой продолжительности здоровой жизни, снижение смертности населения и увеличение суммарной рождаемости. Это программа верхнего уровня, на основе которой с 2019 по 2024 год работают все государственные органы и структуры нашей страны. Также одной из основных целей указанного нацпроекта является увеличение доли граждан, ведущих здоровый образ жизни, а, следовательно, и всесторонне уделяющих внимание здоровому питанию. Ключевыми социально-экономическими инструментами в ходе реализации государственной программы являются бюджетно-налоговые и кредитно-денежные. В данной статье проанализировано, какие именно социально-экономические механизмы реализуются в Орловской области.

Ключевые слова: здоровое питание, сельские территории, малое и среднее предпринимательство, упрощенная система налогообложения, льготное кредитование.

1. Introduction

The national project "Demography" occupies a special place among the wide range of problems identified by the head of our State as primary and requiring immediate systemic measures to implement the tasks. Over the years, this national project has been updated with new federal programs. The project "Healthy Nutrition" is a part of the federal program "Strengthening Public Health" included in the national project "Demography" [13]. This is a top-level program, according to which all state bodies and structures of our country work from 2019 to 2024. Within the framework of the national project "Demography" in

the Oryol region, a regional project "Formation of a system to motivate citizens for a healthy lifestyle, including a healthy diet and elimination of bad habits (Oryol region)" is being implemented. This project combines measures aimed at creating a system of motivating citizens to lead a healthy lifestyle, including a healthy diet, protection from tobacco smoke and reducing alcohol consumption.

The implementation of federal and regional programs is always associated with the allocated amounts of financial resources within the sources that are indicated in the passport of the national project. The flow of their spending are regularly posted in the public domain, and the rationality can be assessed by both experts and ordinary citizens of our country, analyzing the digital material presented in the public domain. Thus, the key indicators for the Demography project are the data on the demographic situation in the Oryol region. And since the situation is characterized by a decline in the birth rate in the region, questions about economic instruments and economic strategies in the flow of spending budget funds are becoming relevant.

2. Materials and methods

Issues of healthy nutrition are actively discussed on various information platforms: from social networks to serious scientific publications. The degree of the problem coverage also varies: from the healthy nutrition of schoolchildren from among the indigenous peoples of the North, as in the works of T. V. Zhubreva and E. N. Myasnikova, to the discussion by V. A. Vlasov and V. V. Knyazev about the full and healthy nutrition of citizens of the Russian Federation as one of the most important factors in ensuring food security of the state [5], [8], [12]. In the scientific publications of S. Yu. Kazantseva, D. O. Kurganov and V. M. Nazaruk special attention is paid to the control of food quality, safety and the essence of healthy nutrition [7], [9], [10], [11]. Popularization of healthy nutrition issues, according to V. S. Golubev and M. I. Berkovich, cannot leave aside economic aspects, such as the development of the agricultural sector, support, subsidies, lending, and the allocation of grants to business entities, which sales share has a significant amount in the total volume of their activities [6].

3. Results and discussion

Providing the population of the Russian Federation with safe and high-quality food products is the most important direction of the state policy of the Russian Federation and the activities of Rospotrebnadzor (Russian Federal State Agency for Health and Consumer Rights). In accordance with the President's Decree No. 204 of May 7, 2018 "About National Goals and Strategic Objectives for the development of the Russian Federation for the period up to 2024", Rospotrebnadzor is implementing the project "Healthy Nutrition". The project is a part of the federal program "Formation of a system to motivate citizens for a healthy lifestyle, including a healthy diet and elimination of bad habits" ("Strengthening public health") of the national project "Demography". One of the missions of the Healthy Food project is to improve the quality of life and health of citizens by providing safe and high-quality products [1], [14].

The quality of life directly depends on what a person eats and how seriously they approach the issues of healthy eating. Understanding this fact affects the life expectancy of each citizen and the demographic situation in the region as a whole (table).

Table 1 – Demographic situation in the Oryol region in January-February 2021
Indicators of natural population movement*

Indicators	January-February					
	people			per 1000 people of the population		
	2020	2021	increase (+), decline (-)	2020	2021	2021 % to 2020
Born	896	784	-112	7.5	6.7	89.3
Deceased	1947	2742	+795	16.2	23.4	144.4
including children under 1 year old	7	6	-1	7.1**	6.4**	90.1
Natural increase (+), decrease (-)	- 1051	- 1958		- 8.7	- 16.7	
Marriages	431	476	+45	3.6	4.1	113.9
Divorces	447	426	-21	3.7	3.6	97.3

Note: * The information was downloaded from the Unified State Register of Civil Status Records (USR Civil Registry Office); ** per 1000 births

Table 2 – Population migration

Indicators	January-February 2020			January-February 2021		
	number of arrivals	number of departures	migration increase (+), decrease (-)	migration increase (+), decrease (-)	migration increase (+), decrease (-)	migration increase (+), decrease (-)
Migration – total	2169	2145	+24	1666	1799	-133
including:						
within Russia	1787	1957	-170	1376	1659	-283
international migration	382	188	+194	290	140	+150

The data indicate that during the analyzed period there is no positive dynamics, the reasons may be both the coronavirus situation in the world as a whole, and the insufficiently active position of the Oryol region in the implementation of the national project "Demography". The regional project "Formation of a system to motivate citizens for a healthy lifestyle, including a healthy diet and elimination of bad habits (Orel region)" provides comprehensive measures and regulatory legal regulation aimed at creating a preventive environment where the negative impact of risk factors is minimized, motivation through targeted communications, active involvement of civil society, as well as employers through corporate health promotion programs.

The implementation of the federal program "Strengthening Public Health" from the national project "Demography" in a particular region directly depends on the state of the agricultural sector and the prospects for its development. The agricultural-industrial complex and its basic branch agriculture are the leading system-forming spheres of the economy, forming the agricultural-food market and food security of the region. The Oryol region is on the 7th place in the Central Federal District in terms of agricultural production [14].

One of the main objectives of the state policy in the field of healthy nutrition is the expansion of domestic production for the main types of food products that meet modern quality and safety requirements. Consequently, the development of rural areas, aimed at increasing the output of agricultural enterprises, is now becoming an important factor in solving the problems of state policy in the field of healthy nutrition. Due to the implementation of the priority national project "Development of the Agricultural-Industrial Complex (AIC)" and State Programs for the development of agriculture and regulation of markets for agricultural products, raw materials and food, significant changes have occurred in the industry [2], [3].

The Orel region has a significant potential for the implementation of the priority national project "Development of the Agricultural-industrial complex (AIC)". The Department of Agriculture in the Oryol Region is the executor of two state programs of the Oryol Region, including:

1. Development of agriculture and regulation of markets for agricultural products, raw materials and food in the Oryol region.

2. Integrated development of rural areas in the Oryol region.

Agricultural producers in the region receive state support in the following areas::

- reimbursement of the costs for carrying out a set of works to improve the level of environmental safety of agricultural production, to increase the fertility and quality of soils;

- reimbursement of the costs for supporting our own milk production, breeding livestock, elite seed production, and the development of meat farming;

- reimbursement of the cost for paying the insurance premium accrued under the contract of agricultural insurance in the field of crop production and (or) animal husbandry, and (or) commercial aquaculture (commercial fish farming);

- grants to support new farmers, to develop a family farm, to develop the material and technical base of cooperatives;

- implementation of the regional project "Creation of a support system for farmers and development of rural cooperatives";

- subsidies for agricultural consumer cooperatives and for other areas [2], [3].

In general, the agricultural sector and the food and processing industry of the region are represented by economic entities of all forms of ownership and organizational and legal entities, mainly collective production. 165 agricultural organizations, 1,534 farm households and 141,943 private subsidiary farms are registered in the Oryol region [14].

Analyzing the structure of the enterprises from the agricultural-industrial complex of the region, we conclude that most of them are represented by enterprises of the medium and small businesses. The state policy in developing small and medium-sized enterprises in the Russian Federation is a part of the state social-economic policy and is a set of legal, political, economic, social, information, consulting, educational, organizational and other measures implemented by the state authorities of the Russian Federation, its subjects and local self-government bodies. These measures are aimed at ensuring the implementation of the goals and principles established by the Federal Law "Development of Small and Medium-sized Businesses in the Russian Federation" [4].

Support for small and medium-sized businesses in the Oryol region is provided within the framework of the state program "Development of Entrepreneurship and Business Activity" and the national project "Small and Medium-sized Entrepreneurship and support for individual entrepreneurial initiative". Since 2019, the Ministry of Economic Development in the Russian Federation has implemented measures in accordance with the regional projects "Improving business conditions", "Expanding access of SMEs to financial support, including concessional financing", "Acceleration of small and medium-sized businesses", "Popularization of entrepreneurship" from the national project "Small and Medium-sized Businesses and support for individual entrepreneurial initiatives".

Within the framework of the national project, new lending procedures have been approved in priority economic sectors, and interest rates on loans for start-up entrepreneurs, exporters, and entrepreneurs who are parents with many children have been reduced. The program of concessional lending operates within the framework of the national project "Small and Medium-sized businesses and support for individual business initiatives". The participating banks issue loans to entrepreneurs at a rate of up to 8.5 % per annum, and the state compensates them for the lost profits. Representatives of small and medium-sized businesses of the Oryol region in 2020 received 2.2 billion rubles of soft loans at a rate of 8.5 %. The second element of this regional project is the development of a state guarantees system for businesses under bank loans and leasing agreements. A preferential rate of 0.75 % per annum is established for the provision of guarantees to agricultural cooperatives [4], [14].

The events that took place in 2020 and moved to 2021 as a result of the coronavirus pandemic force the regional authorities to reduce rates on key tax systems in support of the affected industries, and this is primarily the sphere of small and medium-sized businesses. Thus, under the simplified taxation system, tax rates in 2021 were reduced to 4.5 % (Income mode) and to 11 % (Income minus expenses mode). For this aim, the Government of the Oryol Region has made appropriate changes to the regional law. For comparison, in accordance with the requirements of the Tax Code of the Russian Federation, the rates using the simplified taxation system are the following [14]:

- fixing the "Income" regime, the tax rate is 6 %;
- fixing the "Income minus expenses" regime, the tax rate is 15 %.

Along with the measures of state support listed above, it is possible to note the areas within the framework of regional policy that have an indirect impact on the implementation of the state policy in the field of healthy nutrition. Such measures include the promotion of agricultural tourism or rural tourism (ecotourism) in the region. The Oryol region has a wide range of tourist and recreational resources. Rural tourism can become a self-organizing system that can solve the main social-economic problems of the village. In general, the developed segment of rural tourism will have a positive impact on the competitiveness of rural areas and will provide not only employment for the rural population (primarily for young people), increasing the income level of the rural population; the development of social and engineering infrastructure in rural areas, but also the sale of products from personal subsidiary farms. It is the implementation of the latter task that contributes to providing the Oryol region population with safe and high-quality food products.

Currently, according to the statement of the Deputy Chairman of the Agricultural-industrial Complex in the Oryol region Sergey Borzenkov about the prospects for the development of agro-tourism in the Oryol region, small farms are already operating in Novoderevenkovsky, Mtsensk and Bolkhovsky districts. According to the official, today the Ministry of Culture of the Russian Federation supports this direction in the form of grants up to 2.5 million rubles. Thus, the direction "Rural tourism and ecotourism" in the Oryol region is represented by the farm "Blagosloveniy". Visitors will enjoy an interesting tour of the eco-farm, where there is an opportunity to get acquainted with pets (ostriches, goats, cows, donkeys, ducks, chickens, geese and others). In the mini-zoo you can see rabbits, nutria, as well as various ornamental birds (pheasants, peacocks, mandarin ducks, guinea fowls, decorative chickens). Visitors to the eco-farm can see potatoes, beets, cabbage, onions, cucumbers and other crops grown using traditional methods. Tourists are offered two cafes where they can taste dishes prepared from products grown and prepared on the farm, and also have the opportunity to buy products (poultry meat, milk, cottage cheese, eggs, vegetables, products of their own cooking) [15].

4. Conclusions

Thus, economic instruments in the implementation of the state policy in the field of healthy nutrition are distinguished, first, by the levels of impact-federal, regional, and secondly, by the mechanism of interaction – financial (lending, subsidies, grant support), tax (tax rates, tax systems). Most of these tools have been tested and are working in the Oryol region, improving the situation in the field of healthy nutrition policy and the demographic situation in the region.

Conflict of Interest

None declared.

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Не указан.

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