

## ЗБАЛАНСОВАНЕ ПРИРОДОКОРИСТУВАННЯ

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### FEATURES OF SUSTAINABLE GASTRONOMY DEVELOPMENT IN UKRAINE

**Purpose.** To identify the specifics of sustainable food production and consumption in the context of Ukraine's post-war recovery, with an emphasis on integrating the principles of the green economy into national food strategies

**Methods.** Dialectical method of cognition and the systematic approach, as well as methods of analysis, synthesis, systematization, and generalization, statistical analysis and comparative (GAP) analysis.

**Results.** The integration of sustainability into Ukraine's food sector is theoretically substantiated. The proposed concept enables the integration of environmental and social imperatives into national production and economic policy, laying the groundwork for achieving a stable balance between economic development, the preservation of natural systems, and the enhancement of public health. The study identifies potential for exploring innovative models that combine technological, social, and environmental factors, supported by principles of corporate responsibility and mechanisms of public policy. An important aspect is the integration of sustainable production with responsible consumption, which creates a synergistic effect that stimulates structural transformations within the food system.

**Conclusions.** The recovery of the food sector should not rely on reproducing outdated models but rather on implementing innovative practices aligned with the principles of the circular economy, regenerative agriculture, and the ecosystem-based approach, a long-term political program, digital transformation tools, the promotion of sustainable production, and environmentally conscious food consumption within the context of post-war recovery.

**KEYWORDS:** *circular economy, ecological and economic relations, sustainable food systems, responsible production, conscious consumption, sustainable diet*

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### Introduction

Sustainability of food products is arguably one of the most critical issues for both the agricultural sector and consumers. In recent decades, farmers have excessively exploited agricultural ecosystems to increase production and income. This has led to a decline in ecological sustainability, reduced farm profitability, and forced people to leave rural areas. At the same time, agriculture plays a central role in providing the global population with food.

Today, the sustainability of agriculture is based not only on its environmental aspects but also on approaches to the consumption of agricultural products, including food products. The first initiatives in the field of food sustainability can be traced back to the 1970s. At that time, they were known as the "Resource and Environmental Profile" and focused on environmental issues related to food packaging [1]. However, it soon became clear that food packaging had only

a partial effect on the environment. It was not until twenty years later that research began on the far more significant environmental consequences of food production [2]. Focusing on sustainable production models and conscious consumption of food products is crucial for addressing the major environmental challenges of our time, including climate imbalance, biodiversity loss, and various forms of environmental pollution [3].

Addressing the sustainability issues of production and consumption in Ukraine's agricultural and food sector requires fundamental transformations in both the economy and public consciousness. Such transformations are based on resource efficiency, low-carbon solutions, and environmentally friendly models of consumption and production. Systemic transformation must encompass the entire food chain, from farm to consumer, and requires a paradigm shift that shifts the focus from pure economic efficiency to achieving a triple bottom line: economic, social, and environmental benefits. This entails the implementation of innovative models that encourage consumers to make sustainable choices and reduce the negative environmental impact at all stages of production [4].

Although local food production is still considered the foundation of food sustainability, in today's global economic system of value creation for goods and services, international cooperation also plays a significant role. Increasing importance is being placed on coordinated efforts across all world regions and social groups. Actions in policy, finance, and business must be aligned with those of communities and individuals who uphold and promote sustainability goals at global, national, city, and local levels. It is essential to harmonize overall responsibility as well as the differentiated responsibilities of developed and developing countries. To this end, the "10-Year Framework of Programs on Sustainable Consumption and Production" has been developed, serving as a platform for designing and implementing measures necessary for the transition to sustainable consumption and production [5]. One of the six programs within this framework is the "Sustainable Food Systems" (SFS) program. It represents a strategy that involves multilateral partnerships for transitioning to sustainable food systems within the framework of the Sustainable Development Goals [6]. This program aims to unite the joint efforts of countries, organizations, and alliances in implementing the 2030 Agenda.

Unsustainable models of agricultural production and consumption of agricultural

products rely on the planet's remaining natural resources and cause continuously increasing environmental damage. If the situation does not change, global extraction of natural resources is projected to increase by 110 % by 2060 [7]. The costs associated with production and consumption activities are often not included in the price of goods and services and are instead borne by society and public programs, effectively subsidizing unsustainability. Moreover, unsustainable production and unconscious consumption can even become more accessible, for example, through government subsidies. This affordability arises because the costs associated with production and consumption activities (so-called externalities, such as environmental pollution) are often not included in the prices of goods and services. Instead, these costs are borne by society and government programs, effectively subsidizing unsustainable practices [8]. Within the context of globalization, many food products are produced in one country and consumed in another. Consequently, the use of natural resources and environmental impacts are not always proportional to the benefits derived from the products.

This is why it is essential to consider not only the use of natural resources and the environmental impact associated with what a country produces, but also the impact of its consumption. Therefore, sustainable food production and consumption must take into account the entire value chain of goods and services, including a systemic analysis of the drivers and barriers to sustainability at all stages – from raw material production to the disposal of waste from finished products.

A country's ecological footprint, consisting of the amount of natural resources used for food production, is often linked to its socio-economic development. As countries develop and become more economically advanced, their production structures undergo a noticeable shift, transitioning from raw material supply to the development of processing industries. Additionally, financial operations and retail trade utilize minimal natural resources and have a minimal environmental impact [9]. At the same time, the ultimate consumers of raw materials for food production from low- and middle-income countries are most often people living in wealthy nations. Growing globalization processes encourage the relocation of some production activities from developed countries to developing countries, where labour

and material costs are lower and social and environmental regulations are less stringent. However, this also implies the transfer of unsustainable production and consumption [10].

Today, with the intensifying environmental crisis and the threat of pandemics, this challenge must be addressed through the implementation of sustainable systems in both the production and consumption of food products. This need is heightened in a "turbulent world" where food systems are simultaneously exposed to multiple systemic shocks, including pandemics, wars, and accelerating climate change, requiring a deep understanding of their combined impacts on all four dimensions of food security (availability, utilization, stability, and supply) [11]. Addressing this challenge requires a comprehensive approach aimed at minimizing the carbon footprint of food systems, as their production processes are a significant source of emissions, making the transition to low-carbon production and promoting sustainable diets a critical global challenge of the 21st century [12]. For Ukraine, there is an additional need for such an approach arising from ongoing military actions on its territory – the restoration of agricultural production. This restoration must be carried out in accordance with modern concepts of agrotechnology and food production. The contemporary global doctrine of such activity emphasizes environmental sustainability at all stages of agricultural production and consumption. This restoration must be carried out in accordance with modern concepts of agricultural technology and food production. In particular, this involves the active implementation of regenerative agriculture principles aimed at restoring soil health, increasing biodiversity, improving nutrient cycles, and increasing resilience to climate stress [13]. The modern global doctrine of such activities emphasizes environmental sustainability at all stages of agricultural production and

consumption. To ensure this sustainability, it is necessary to utilize the latest technological developments, including digital technologies (such as geographic information systems (GIS), remote sensing, and drones), which provide accurate spatial data for environmentally sound decision-making and the development of so-called "precision agroforestry". This is considered a crucial element in international plans to combat climate change and ensure food security [14]. This is necessary both for achieving more ecologically sound production at new levels and for creating competitive prospects for the agricultural sector in global, especially developed, markets. In this context, the 2030 Agenda for Sustainable Development aims to ensure economic, environmental, and social sustainability [15]. It is envisaged that by 2030, each country will allocate public and attract private financial resources to develop and implement relevant strategies and programs, focusing on the 17 Sustainable Development Goals. One of these – Goal 12 – concerns ensuring sustainable patterns of production and consumption. In the context of the agricultural sector, this goal implies that, in addition to the primary objective of feeding the global population, it is essential to develop sustainable food production systems and promote responsible consumption among consumers [16]. This constitutes the main relevance of the present study.

According to the Agenda, sustainable farming systems aim to enhance agricultural productivity and production through large-scale technical and scientific innovations. At the same time, they must maximize the reduction of negative social and environmental impacts by engaging consumers in making conscious and informed choices.

Therefore, the aim of this article is to outline the features of sustainable food production and consumption in the context of the green economy and the prospects for Ukraine's post-war recovery.

## Methods

Contemporary scholarly literature demonstrates a fragmented approach to the study of strategic management of sustainable food production and consumption, particularly in the context of transition towards a green economy. Previous research has highlighted that developed countries typically rely on well-tested managerial models, whereas in transition economies, including Ukraine, comprehensive assessments of regulatory, economic,

and socio-cultural factors remain limited. This underscores the need for a holistic methodological framework that can integrate both theoretical perspectives and empirical findings, thereby laying the foundation for constructing multi-factor models of sustainable agri-food development.

The methodological basis of this study relies on an interdisciplinary approach that combines elements of economic analysis, environ-

mental management, and the sociology of consumption. The research was carried out in several sequential stages: formulation of the research problem and working hypotheses; critical review and synthesis of scholarly sources addressing practices of implementing green economy principles; development of a system of quantitative and qualitative indicators reflecting the level of sustainable production and consumption; and the construction of a conceptual model of managerial decision-making in the food sector.

A key objective is the analysis of Ukraine's prerequisites for transitioning to a green economy, taking into account the complex impact of such factors as the effectiveness of environmental legislation, the level of environmental awareness among the population, the availability of financial resources, the intensity of information and promotional support, and the harmonization of national legislation with that of the European Union. Particular attention is given to identifying barriers and drivers of sustainable production and conscious consumption, as well as establishing quantitative correlations between production volumes, waste generation, consumer activity, and environmental investment.

The proposed methodology aims to substantiate opportunities for implementing green economy principles in Ukraine, develop an algorithm for achieving strategic objectives, and reveal the specifics of decision-making at the macroeconomic level within the chain "sustainable agri-food sector – consumer". The conceptual

framework emphasizes the decisive role of consumer choice in shaping a sustainable market and includes an assessment of the influence of informational and regulatory instruments on population behaviour patterns.

The study employs content analysis of scientific publications and statistical materials reflecting global sustainable development trends, the functioning of food systems in countries with varying levels of economic development, and the specific features of Ukraine's transformation processes. Based on the collected data, a multi-factor model was developed to identify key sustainability determinants and provide practical recommendations for greening business models in accordance with the principles of the circular economy.

The research methodology employs a dual-vector approach, first evaluating the effectiveness of sustainable food production models and second analysing the behavioural aspects of environmentally oriented consumption. To systematize the results, three analytical criteria were applied: ecological-economic, ecological-biological, and ecological-social.

To test the research hypotheses, empirical methods (observation and statistical data analysis) and logical-methodological techniques of induction and deduction were employed. This combination of methods ensures the comprehensiveness, validity, and scientific reliability of the findings, allowing them to be interpreted within the framework of contemporary debates on the strategic management of sustainable food systems.

## Results and Discussion

Sustainable food production and consumption are crucial to transformative changes, including the revival of Ukraine's agricultural sector after the cessation of hostilities and its subsequent re-entry into international food markets, particularly those of economically developed countries. The main objective – reducing environmental pressure through sustainability principles in production and consumption – can be achieved through three pathways: greening production and products, shifting demand toward categories with low resource consumption impact, and reducing demand for natural materials and components. Since society in Ukraine exercises limited

control over consumer choices and markets, plans for transitioning to sustainable food production and consumption often amount to adopting digital technologies, including online sales, and the reuse of certain resources. However, such a strategy does not work without an interdisciplinary approach grounded in an ecological worldview. Moreover, the unsuccessful outcome of such policies has been termed the "rebound effect", characterized by an increase in production and material consumption [17].

Based on international experience, a long-term framework program can be recommended for Ukraine, as presented in Table 1. The main target

Table 1

Key Stages of Sustainable Gastronomy Policy in Ukraine

Short-term period: 1-3 years	Areas of activity		
	Business	Government	Individual Consumers
<b>Goals and directions</b>			
The means and objectives are fairly clear. The main challenge is overcoming the resistance of the "laggards."	The application of green economy principles in food production (environmentally clean production, eco-design, reduction of logistics routes, improved processing, etc.). Promoting sectoral self-regulation. Development of new sustainable technologies, business models, and other strategic innovations. Formulation and promotion of sustainable development values.	Internalization of externalities through the removal of subsidies for unsustainable producers, countering monopolies, and promoting consumer rights. Supporting transparency and regulation of advertising for non-ecological products, fostering sustainable entrepreneurship, and creating infrastructure for conscious and sustainable choices to achieve the desired impact, for example: ensuring high-quality, sustainable pre-school and school meals.	Make conscious, sustainable food choices. Strive to develop a healthy and sustainable lifestyle. Motivate through attractive offers for purchasing sustainable food products. Encourage feedback from conscious consumers (e.g., special offers, discounts, etc.). Apply circular economy marketing and stimulate conscious food demand.
Medium-term period: 4-6 years	Areas of activity		
	Business	Government	Individual Consumers
<b>Goals and directions</b>			
Means and goals are being developed as needed, with possible delays. The main issue is determining the optimal direction and finding the best solutions.	Development of a roadmap for the process or product, considering all stages of its production. Training in environmental management, promoting a focus on sustainable development.	Develop the potential for "healthy competition for a sustainable future." Design and test alternatives to "costly sustainability."	Encourage management of small groups, for example, by promoting local engagement and creating on-site feedback. Stimulate local feedback mechanisms.
Long-term period: 7-10 years	Areas of activity		
	Business	Government	Individual Consumers
<b>Goals and directions</b>			
The goals and directions are contradictory. There is a lack of understanding of the relationship between invested resources and expected outcomes. The main challenge is promoting a "mental revolution" in business and in consumers' worldview.	Abandonment of the consumption-based economy. Integration of sustainable growth principles into business.	Stimulate discussion on key aspects of markets, governance, and growth. Strengthen food systems based on principles of fairness and balance among business, government, and society.	The issue of social aspirations and status. Consuming fewer material goods to achieve a higher quality of life.

**Source:** developed by the author.

factors of the proposed program include achieving core values (free markets and trade, equity in access to food); aligning with advanced global trends (greening, globalization, intensification, digitalization, gender equality); and addressing challenges related to (military actions, pandemics, economic crises, natural disasters, climate and environmental

imbalances, and others). Businesses, government institutions, and ordinary consumers should be regarded as key actors in the system of sustainable food production and consumption. Achieving the set goals requires a systemic approach that takes into account the local characteristics of food production and consumption. This approach involves

the active implementation of eco-economic instruments, including "green" public procurement and the promotion of eco-design, which contribute to the formation of sustainable production practices. It is also crucial to consider the need for international cooperation and the exchange of experiences with European countries to address the complex challenges associated with radical changes in the food sector. Furthermore, sustainable development requires seeking unconventional solutions that go beyond traditional concepts and paradigms, opening up space for discussing fundamental issues related to the functioning of markets, governance systems, and economic growth.

Ukraine, despite its diverse range of cultivated agricultural products and processed foods, cannot fully and comprehensively meet its own food needs. This is influenced by climate change, fluctuating global food prices, and numerous other factors. In this context, it is essential to monitor the sustainability of local food systems, their impact on global prices and food security, and to promote their widespread implementation in order to ensure a broad range of benefits. Among these benefits, discussed in more detail in Table 2, are the reduction of the carbon footprint, adaptation of the economy to climate change, expansion of green infrastructure, improvement of public health, promotion of healthy lifestyles, and advantages for the local economy.

The consumer potential in solving the problem of food sustainability is arguably the least studied in Ukraine. Our country has not even developed national recommendations for sustainable diets (or sustainable nutrition). And despite the fact that many Ukrainians are willing to contribute to environmental sustainability through their sustainable food choices, there is confusion regarding the options for such choices at the individual level.

The EAT-Lancet Commission Summary Report (2023) on healthy diets from sustainable food systems offers an evidence-based perspective on what a sustainable diet entails and the actions that can facilitate and accelerate changes in the food system. The main conclusion is that educational work, concurrent with the implementation of measures, should aim to double the consumption of fruits, vegetables, nuts, and legumes, while

simultaneously reducing the consumption of refined sugars and red meat by more than 50 % [18].

However, on the other hand, it is still necessary to consider the national factor. The best solution for a nationally conscious consumer is to align local diets with what farmers in the country and region of residence produce, in quantities that can be sustainably produced according to local standards. To achieve this, the following socio-economic solutions, optimized for each region of Ukraine and already proven effective in European markets, must be implemented: encouraging local food producers and environmentally friendly packaging, and purchasing food directly from local farms, markets, and retail outlets (first-hand) to significantly reduce the carbon logistics footprint.

Furthermore, the development and support of initiatives for sustainable production and sustainable healthy nutrition that take into account local taste, religious, climatic, and other specific characteristics are key. Also important are combating the practice of unjustified price mark-ups on products between the producer and the final retail sale, and controlling the labelling of goods produced in accordance with sustainable development principles. Finally, attention should be paid to combating non-ecological packaging of ecological (sustainable) products and the "greening" of mechanization and electrification of production processes throughout the entire food cultivation, production, storage, and delivery cycle. Thus, consumers can reduce their environmental impact and help mitigate climate change by making conscious food choices. The food system of Ukraine requires a more holistic and coordinated approach. This involves a shift away from the traditional, production-based approach, which focuses on increasing food supplies. It necessitates the engagement of stakeholders in both the public and private sectors at the local, regional, national, and global levels.

Agricultural production needs to adopt greening principles that imitate natural processes and promote sustainable production and consumption. A sustainable food system addresses both global and regional environmental challenges simultaneously.

The choice of a healthy and environmentally safe food diet is a key factor for the conscious

**Table 2**

**Advantages of Sustainable Local Food Systems**

Health and well-being	Education, awareness, and responsibility for one's life, health, and the environment	Implementation of healthy eating principles	Improvement of mental health and well-being	High "sustainable responsibility"
	Participation in gardening, mindful purchasing, and proper preparation of healthy food. Understanding "where things come from and where they go. "	Increase in the consumption of vegetables, legumes, fruits, and nuts; reduction in the consumption of meat, salt, and sugar, combined with physical activity and spending time outdoors.	Direct contact with the natural environment and social interaction associated with participation in sustainable food projects can have a profoundly positive impact on mental health, including improvements in mood and self-esteem.	Purchasing locally grown products that ripen naturally and adhere to seasonal cycles.
Inclusive communities	Socialization of society and local social contacts		Food accessibility	
	Group participation in collective food cultivation within various social associations can contribute to social cohesion by bringing together different groups of people with shared interests.		Green areas and opportunities for growing fresh food provide access to quality produce for both personal use and local markets, making local products more accessible to everyone.	
Environmental restoration and sustainable development	Carbon Footprint Reduction	Multifunctionality of Green Infrastructure	Enhancing Resilience to Climate Change, Soil Quality, and Ecosystem Services	
	Growing local and seasonal products helps reduce the carbon footprint. This will favorably affect the improvement of air quality and more rational consumption of resources, help adapt to the consequences of climate change, and improve biological diversity	Land plots allocated for personal cultivation of agricultural crops become open spaces free from urban development, creating green areas within the urbanized infrastructure	The increase in vegetation and green spaces, thanks to agroforestry, contributes to lowering the average temperature in the urban environment and maintaining a sustainable level of groundwater	
Economic development, investments	Training and education	Green economy	Aesthetic benefits of urbanized areas	Employment opportunities
	Participation in social agri-food activities promotes the understanding of seasonal and healthy nutrition benefits, fosters ecological education, and shapes conscious, sustainable consumption	Food production, as a social phenomenon, contributes to the development of ecological-economic and ecological-social relations, which fall within the framework of the green economy and ecosystem services concept	The aesthetic benefits of an urban environment designed with sustainable food requirements in mind stimulate investment and increase property values.	The cultivation, processing, supply, and sale of local and seasonal products contribute to increasing employment opportunities even in the most economically disadvantaged regions

**Source:** made by the author

consumer [19]. Human nutritional needs, which are directly linked to agricultural production, play a leading role in the global climate imbalance, accounting for about 30% of global greenhouse gas emissions. Given its agrarian-industrial characteristics, this figure in Ukraine may reach significantly higher values [20].

Diets that do not comply with medical, biological, and ecological criteria also negatively affect the health of Ukrainians. Mortality from non-communicable diseases is increasing, specifically certain types of oncology, hypertension, ischemic heart disease, and diabetes mellitus. Early mortality and disability are being diagnosed with increasing frequency, along with indicators such as obesity and overweight [21]. Similarly, environmental pollution has factors that directly or indirectly affect health, causing economic losses, strain on the healthcare system, and increased social costs. [22].

Ukraine ranks second in the world in mortality from cardiovascular diseases and first in Europe. Four out of ten deaths are due to cardiovascular diseases, which are linked to an unbalanced and unsustainable human diet throughout life. Furthermore, according to the State Statistics Service of Ukraine, the number of people who died in Ukraine in the pre-war year of 2021 from ischemic heart disease and circulatory system diseases alone amounted to 468413 people [23].

A quantitative and qualitative assessment of the national diet and the nutrients obtained by the body revealed that the Ukrainian diet contains insufficient amounts of legumes, whole-grain products, fruits (including seasonal ones), and various nuts. At the same time, the consumption norms for dairy and meat products, sugar, and salt are exceeded [24].

According to FAO information, in 2021, more than 30 European countries developed recommendations on sustainable healthy nutrition, drawing upon national characteristics, utilizing innovative approaches, and incorporating modern evidence-based medicine research. The target audience for these recommendations includes various age groups. Unfortunately, Ukraine was not included in the list of these countries [25]

There is no data regarding recommendations for a healthy and sustainable national

Ukrainian diet in the presentation of the 2025 research findings from the New Double Pyramid of Food program, developed by the Barilla Foundation in collaboration with Food Tank, and inspired by the Italian National Commission for UNESCO [26]. The New Double Pyramid reveals the characteristics of a nationally balanced and sustainable diet, while also proposing real, diverse models for it. The recommendations introduce and encourage modern nutrition trends that offer a dual benefit: improved human health and environmental care.

All the data presented above allow us to note the low level of socio-environmental behaviour among the population of Ukraine. A healthy and sustainable diet does not necessarily mean adopting a vegetarian lifestyle. The established opinion that meat and dairy products are associated with higher greenhouse gas emissions and greater land resource exploitation compared to plant-based crops is being reevaluated today.

It is necessary to consider not only the averaged environmental impact of animal products, but also their local, specific impact. Such an impact encompasses various factors, including the use of chemical agents and the technologies employed in raw material processing. All elements of product manufacturing have an impact on both the local economy within the framework of sustainable regional development and the regional state of the environment. A comprehensive, carefully weighed approach is required. Indeed, a healthier and more sustainable diet is primarily based on plant-based foods, but it can fully include some meat, fish, and dairy products while having a lower environmental impact. This direction requires research, including for the Ukrainian agricultural and gastronomic markets.

The empirical stage of the study was implemented through a quantitative cross-sectional survey (questionnaire), the primary goal of which was to conduct a comprehensive assessment of consumers' behavioral attitudes, the level of cognitive awareness, and their potential willingness to practically integrate the principles of healthy and sustainable nutrition into their daily diets.

The research design was based on the need to obtain a representative cross-section of consumer awareness amidst ongoing socio-economic

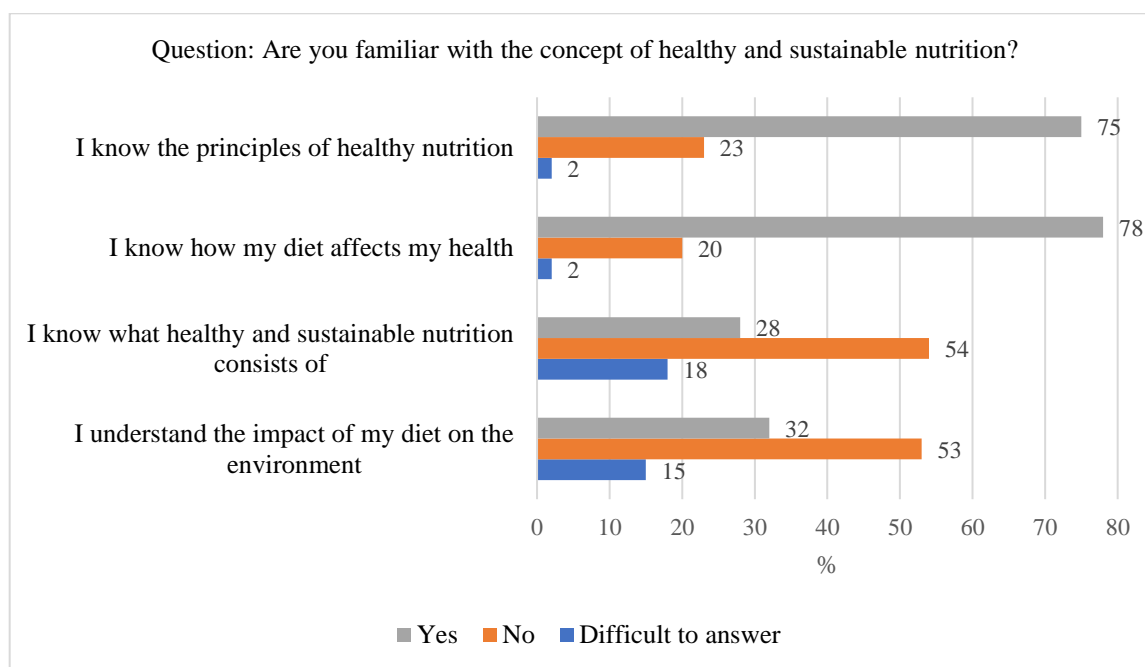


transformations. The sample population (n) was formed from residents of the city of Kharkiv and structured according to a stratified principle, taking into account age and gender. Respondents were distributed across three age groups: the youth cohort (18-24 years), the active working-age population (25-35 years), and the older group (36 years and older). For instance, in the 25-35 age group, the gender ratio was skewed towards women (42 individuals) compared to men (17 individuals), while in the older group (36+) the distribution was more balanced.

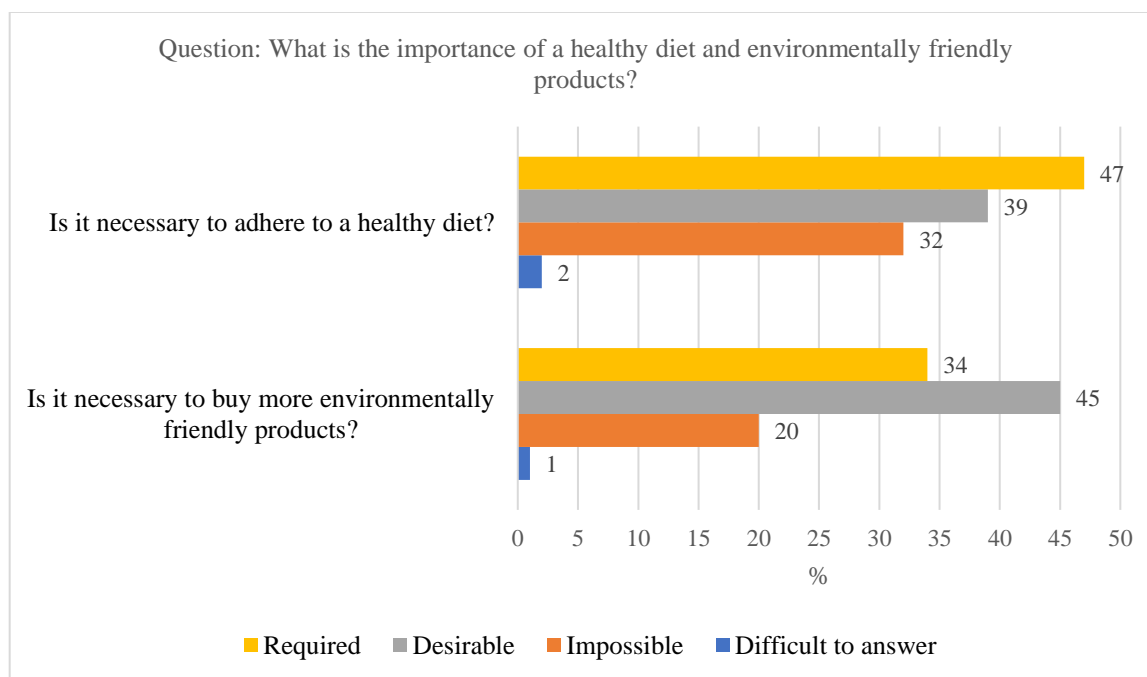
The research toolkit consisted of a standardized questionnaire designed to measure several key psychological constructs. On the one hand, the cognitive component was assessed to determine the degree of respondents' familiarity with concepts such as "Healthy Diet" and "Sustainable Diet," as well as their constituent elements. Simultaneously, the affective component was

investigated, which focused on the perception of the subjective significance of maintaining a healthy diet and the importance of purchasing environmentally friendly products. Finally, the questionnaire aimed to measure the conative component, related to behavioral intentions, specifically the willingness to make changes to one's diet and the perceived barriers that impede adherence to the principles of sustainable gastronomy. The results obtained through respondents' self-assessment should be interpreted with caution, taking into account the potential influence of social desirability bias, which is characteristic of this type of research.

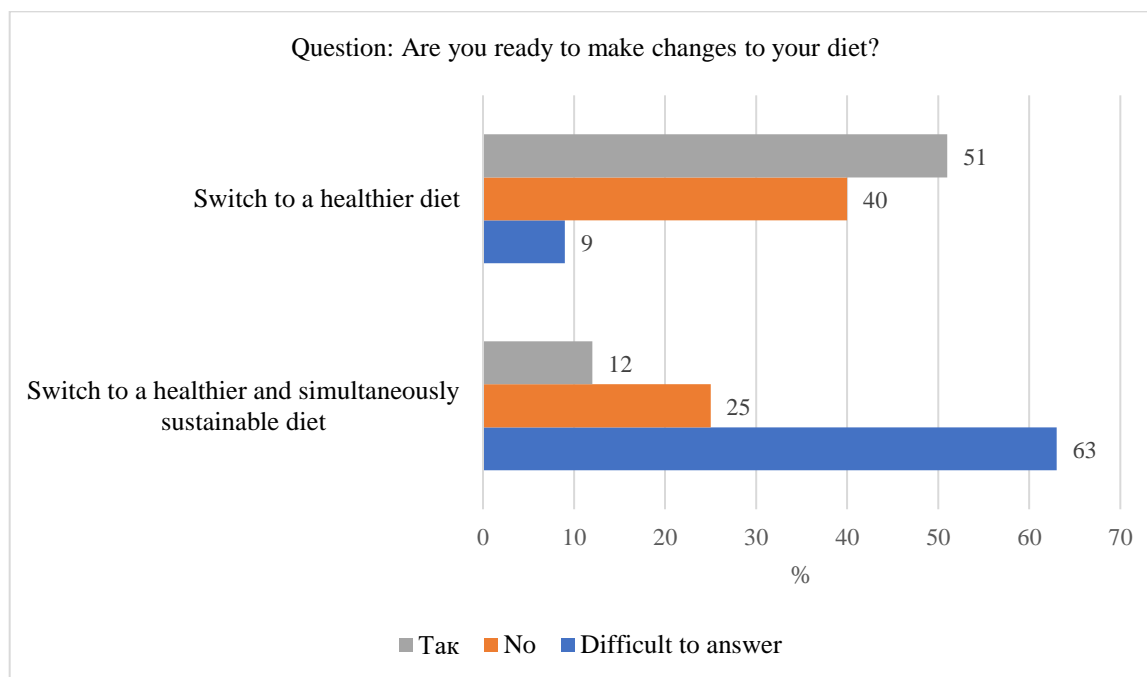
The analysis of the collected empirical data unequivocally revealed a significant dichotomy between the consumers' declared value for the principles of healthy and sustainable nutrition and their actual competence and readiness for action (Fig. 1-3).



**Fig. 1** – The concept of healthy and sustainable nutrition



**Fig. 2** – The importance of a healthy diet and organic products



**Fig. 3** – Willingness to make changes to your diet

A significant majority of respondents demonstrated high declarative awareness, affirming familiarity with the principles of a healthy diet (75 %) and recognizing the direct link between their diet and their own

health (78 %). Moreover, an absolute majority of those surveyed (86 %) considered adhering to a healthy diet to be "necessary" or, at the very least, "desirable," and 79 % emphasized the importance of choosing environmentally friendly products.

However, upon deeper knowledge testing, a significant drop in indicators of practical awareness was discovered. Only slightly more than a quarter of the survey participants, specifically 28 %, were able to clearly formulate and specify the concrete components that constitute a healthy and sustainable diet in its entirety. Moreover, the awareness of the environmental component of sustainable gastronomy – a key element related to the impact of food choices on the environment – was reported by only 32 % of respondents. This fact indicates the dominance of the egocentric priority (health as a personal benefit) over the eco-centric priority (care for the environment).

The final block of questions, aimed at identifying behavioural barriers, revealed that despite having positive attitudes, a significant percentage of respondents considered adhering to the

principles of a healthy diet (32%) or purchasing eco-friendly products (20%) to be either impossible or extremely difficult. This circumstance leads to the conclusion that the main implicit barrier to implementing sustainable gastronomy appears to be the economic factor, related to the higher cost of ecologically certified and locally sustainable products compared to mass-market offerings.

The survey results confirm that conscious sustainable consumption in Ukraine's food sector is at an initial stage of development. The conducted research revealed a critically low level of practical responsibility among respondents, which urgently requires the development and active implementation of comprehensive informational, educational, and economic programs to encourage consumers to make more sustainable and environmentally responsible food choices.

### Conclusions

The transition of Ukraine's food economy towards establishing sustainable gastronomy as a promising direction for economic development depends on two key actors: enterprises that are reviving local sustainable production (from producers and processors to retail and public catering), and the mandatory participation of consumers in this process. Such a policy, being at the centre of regional economic development and relying on conscious demand, not only guarantees the production and purchase of healthy and environmentally friendly food but also provides freedom and accessibility of choice, creates jobs, and simultaneously revives other sectors of the economy, such as the tourism and restaurant businesses. The development of gastronomic tourism, enotourism (wine tourism), and other forms of tourism related to local food production can integrate the food system into a broader cultural and economic context.

A crucial task remains promoting sustainable diets and responsible consumption among consumers through the creation of directories of local producers and the organization of cultural and educational events. The sustainable development of Ukraine's food system requires a comprehensive approach that integrates economic, social, cultural, and environmental dimensions. The effective implementation of these strategies will ensure not only the enhancement of food security

but also the long-term resilience of the national economy amidst global challenges and post-war transformation. The data from a survey conducted in Kharkiv confirm a low level of awareness and a lack of interest among respondents in conscious food choices and diets in general, as well as a low level of responsibility regarding health, especially environmental care. This highlights the crucial need for proactive implementation of educational and regulatory measures. Further research should focus on developing a strategy, policies, and a complex of services in the areas of production, retail, tourism, planning, and economic development to ensure the sustainability of the food business within the framework of the green economy.

This strategy and subsequent measures must take into account the specifics of Ukraine's post-war recovery and be built upon several key directions.

These directions include: supporting local supply chains, establishing processing and wholesale enterprises, and forming regional markets to develop sustainable food infrastructure. The formation of sustainable entrepreneurship through training programs, grants, and preferential lending is also a strategic priority. The support for a diversified retail offer, based on small enterprises selling unique local products, is gaining particular importance.

### Conflict of Interest

The author declares no conflict of interest regarding the publication of this manuscript. Furthermore, the author has fully adhered to ethical norms, including avoiding plagiarism, data falsification, and duplicate publication.

The work does not use artificial intelligence resources.

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## ОСОБЛИВОСТІ РОЗВИТКУ СТАЛОЇ ГАСТРОНОМІЇ В УКРАЇНІ

**Мета.** Визначення специфіки сталого виробництва та споживання продовольства в контексті повоєнного відновлення України з акцентом на інтеграцію принципів зеленої економіки у національні продовольчі стратегії.

**Методи.** Діалектичний метод пізнання та системний підхід, методи аналізу, синтезу, систематизації та узагальнення, статистичний аналіз та порівняльний (GAP) аналіз.

**Результати.** Теоретично обґрунтовано інтеграцію сталості в продовольчий сектор України. Запропонована концепція дозволяє інтегрувати екологічні та соціальні імперативи у національну виробничу та економічну політику, закладаючи основу для досягнення стійкого балансу між економічним розвитком, збереженням природних систем та підвищенням громадського здоров'я. Визначено потенціал для вивчення інноваційних моделей, які поєднують технологічні, соціальні та екологічні фактори, підкріплені принципами корпоративної відповідальності та механізмами державної політики. Важливим аспектом є інтеграція сталого виробництва з відповідальним споживанням, що створює синергетичний ефект, який стимулює структурні трансформації всередині продовольчої системи.

**Висновки.** Відновлення продовольчого сектору має ґрунтуватися не на відтворенні застарілих моделей, а на впровадженні інноваційних практик, узгоджених із принципами зеленої економіки, регенеративного сільського господарства та екосистемного підходу, довгострокову політичну програму, інструменти цифрової трансформації, стимулювання сталого виробництва та екологічно свідомого споживання продовольства у контексті повоєнного відновлення.

**КЛЮЧОВІ СЛОВА:** зелена економіка, еколого-економічні відносини, сталі продовольчі системи, відповідальне виробництво, свідоме споживання, стала дієта

### Конфлікт інтересів

Автор заявляє, що конфлікту інтересів щодо публікації цього рукопису немає. Крім того, автор повністю дотримувався етичних норм, включаючи плагіат, фальсифікацію даних та подвійну публікацію.

В роботі не використано ресурс штучного інтелекту.

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