

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Humanities



Diploma Thesis

The Globalization of Food

**(the attitudes of young generation in Kazakh city of
Kostanay towards the origin of food)**

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DIPLOMA THESIS ASSIGNMENT

Alina Spirina

Business Administration

Thesis title

The Globalization of Food (the attitudes of young generation in Kazach city of Kostanay towards the origing of food)

Objectives of thesis

The goal of the thesis is to investigate the attitudes of young generation (namely of the students of one secondary school) in term of their interest into the origin of the food.

Methodology

The work will address the research questions how the young generation in Kazakh city of Kostanay approaches the food in term of its origin. Because globalization makes possible to create a sort of "global food" the literature review will start from insights into globalization in food sector and its reflections in the food consumption. Various dimension in food consumption (in relations to the interest/disinterest in the origin of food) will be outlined as well. The research will utilize the information from literature review to develop appropriate research tools. Methodology of the research is built on quantitative approach. It means the questionnaires will be used (if possible also with statistical data from statistical offices). The research sample will be the students from selected secondary school. The research findings will be confronted with the information presented in the literature review to draw the conclusions.

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Declaration

I declare that I have worked on my diploma thesis titled „The Globalization of Food (the attitudes of young generation in Kazakh city of Kostanay towards the origin of food)“ by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master thesis, I declare that the thesis does not break copyrights of any third person.

In Prague on 15.11.2016

Alina Spirina

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Globalizace potravin

(postoje mladé generace v kazašského města Kostanay směrem k původu potravin)

Souhrn

Diplomová práce pojednává o výzkumných otázkách zabývajících se tím, jak mladá generace v kazašském městě Kostanay přistupuje k potravinám, co se týče jejich původu. Protože globalizace umožňuje vytvářet cosi, co můžeme přirovnat ke “globálním potravinám”, výzkum začne nejužším vnitřním pohledem po pohled globalizace v potravinové oblasti, a následně bude posouzeno, jak se tyto pohledy odrážejí ve spotřebě potravin. Různé dimenze ve spotřebě potravin (v závislosti na zájmu/nezájmu o jejich původ) zde budou taktéž nastíněny. Výzkum využije informací z přehledu literatury za účelem rozvoje vhodných výzkumných metod. Metodologie výzkumu je postavena na kvantitativním přístupu. To znamená využití dotazníků (pokud možno taktéž se statistickými daty ze statistických úřadů). Výzkumný vzorek bude tvořen studenty z vybrané střední školy. Výsledky výzkumu budou konfrontovány s informacemi prezentovanými v literatuře s cílem vyvodit závěry.

Klíčová slova: Kazachstán, mladá generace, potraviny, globalizace

The Globalization of Food

(the attitudes of young generation in Kazakh city of Kostanay towards the origin of food)

Summary

The work will address the research questions how the young generation in Kazakh city of Kostanay approaches the food in term of its origin. Because globalization makes possible to create a sort of “global food” the literature review will start from insights into globalization in food sector and its reflections in the food consumption. Various dimension in food consumption (in relations to the interest/disinterest in the origin of food) will be outlined as well. The research will utilize the information from literature review to develop appropriate research tools. Methodology of the research is built on quantitative approach. It means the questionnaires will be used (if possible also with statistical data from statistical offices). The research sample will be the students from selected secondary school. The research findings will be confronted with the information presented in the literature review to draw the conclusions.

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1 Introduction

Since the last decade of the XX century the international community has begun to recognize critical issues of nutrition. International food institutes start to make a survey of the nutrition problems. For example, the Institute of Food and Agriculture of the United Nations were organized in Budapest in 1995. Japan Institute works to preserve and develop the national food culture, due to the increasing number of people who refuse from the national cuisine in favor of less useful fast food. The establishment and activities of these institutions actualize the problem of nutrition of the population worldwide.

Nowdays the Globalization of Food forcefully demonstrates the central role of food in many of the crucial and most controversial social and political issues. (Inglis D., Gimlin, D. (eds) 2009) The phenomenon of globalization is having a major impact on food systems around the world. Food systems are changing, resulting in greater availability and diversity of food, although access to this food is by no means universal. Many of these changes are closely associated with urbanization, increasing incomes, market liberalization and foreign direct investment. Competition for a market share of food purchases tends to intensify with entry into the system of powerful new players such as large multinational fast food and supermarket chains. (Inglis D., Gimlin, D. (eds) 2009)

The quality of nutrition directly affects to the health of the nation. Fast food and restaurant services have a negative impact to the health status of people, especially to the health of the young generation. For my research I decided to choose Kazakh city of Kostanay. Kazakhstan has a very strong economic strategy, but on the other hand it is a developing country. There are a lot of problems to solve to become a developed country. One of the them is increasing of the quality of life and health status of the nation.

This thesis has been prepared to bring first of all some information about the globalization of food systems in developing countries (with example of the biggest developing country Kazakhstan). Secondly it determines the attitude of the young generation in Kazakh city of Kostanay towards the origin of food. Finally in this thesis there would be analyzed statistical data about food industry in Kazakhstan.

The theoretical part is showing the literature overview of the next questions: the main features of globalization process, socio-economic challenges of globalization process, the main characteristic of term „green revolution“, the negative impact of fast food on health.

The practical part of thesis presented as a questionnaire, which can useful to understand the main drivers of choice of the young generation.

All the recommendations and conclusions will be presented in a final part of thesis.

2 Aim of the thesis

The aim of the thesis is to investigate the attitudes of young generation (namely of the students of one secondary school) in term of their interest into the origin of the food.

2.1 Research questions

1. How the young generation in Kazakh city of Kostanay approaches the food in term of its origin
2. Which factors influence the choice of the young generation

2.2 Methodology

Methodology of the research is built on quantitative approach. It means the questionnaires will be used (if possible also with statistical data from statistical offices). The research sample will be the students from selected secondary school. The research findings will be confronted with the information presented in the literature review to draw the conclusions.

3 Theoretical part

3.1 The main features of globalization process

Globalization is one of the key processes at the turn of the XX-XXI centuries. It is a progressive globalization, which is characterized by important changes in the whole system of international relations. Globalization is a complex geoeconomic, geopolitical and geohumanitarian phenomenon that has a powerful impact on all the aspects of life (both negative and positive), involved in the process. They are globalization, regional integration, westernization, human civilization and global problems.

Progressive globalization is characterized by profound changes in the whole system of international relations, affecting such sides of public life, as the economy, social sphere, politics, ideology, ecology, culture and lifestyle.

The attitude to globalization is ambiguous, and sometimes diametrically opposed. This is due to different points of view on the consequences of globalization processes in which some perceive a serious threat to the world economic system, and others see a means to further economic progress.

Globalization means the transformation of space and time of modern human coexistence. There is a compression of space and time, geographical and national boundaries are becoming more transparent and easily surmountable. In other words, human life is increasingly feeling the impact of actions and events that take place far enough away from the social environment in which it happens.

Castells defines globalization as "the new capitalist economy" and considers its main characteristics the following: information knowledge, and information technology are the main sources of productivity growth and competitiveness.

A.I. Shendrik identifies several groups of researcher`s challenges of globalization. For some it is an objective process of merging national economies into a single world system. According to E. Wallerstein, A.I. Utkin and others, globalization is a continuation of the process of becoming a human integrity.

In the works of Russian economists (V.L. Inozemtsev, M.G. Delyagin, A.S. Panarin) globalization is interpreted as an effective tool to establish a "new world order".

Thus, globalization in its modern sense is the process of fusion of the political, economic, social and cultural spheres of different countries through their interpenetration and interdependence in the establishment of the world, where there is a separation of

functions for the sake of the unity of its operation. The objective of globalization at the same time is carried out, as if spontaneously occurring countries unification processes and the conscious purposeful activity to unite the world.

Globalization is the process, the extent of which is relative. It may take place within civilizations, and between them. The current stage of globalization is a process that encompasses the whole world, which has been prepared for this by preceding stages. Globalization always takes place in the cultural forms, i.e. E. Manifested in the forms of dissemination of the culture of the centers of integration into new territories, new masses of people.

Therefore, along with the globalization, we can observe the process of localization, which can be regarded as a consolidation of ethnic and civilizational objects on the basis of ideologies, conducting policy to cultural isolation.

The content of the concept of "globalization" depends on your point of view to consider the process. In our work we consider globalization as a world process. Accordingly, globalization is seen as increasing economic interdependence of the various countries, which is reflected in the growth of international exchanges of goods, services, finance, technology and the emergence of common or similar in content problems for different regions of the world (environment, food, population, migration, and so on). Globalization has grown from a regional integration and is characterized by the emergence of a real economic dependence of certain countries from each other, but fundamentally differs from it.

But globalization can not be reduced to a simple strengthening the interdependence of economic systems of individual countries. It is much wider, as it affects all areas of public life, making significant adjustments to the prospects of development of the international community leading to the gradual transformation of the world space into a single financial and informational, military-political and socio-cultural area in which the free movement of goods, information, ideas, investments and new technical developments and their carriers. This stimulates the development of the world as an integrated system. Globalization is an objective process, due to a new stage of development of the world economic system.

The main features of globalization today can be considered as:

- The orientation of the economies of most countries on the standards;

- The emergence of supranational governing structures of international information systems, standards, etc.;
- The interpenetration of capital in different shapes and countries, including through the intensification of cross-border mergers and acquisitions;
- The elimination or weakening of the institutional barriers to international economic exchange.

3.1.1 Origins of globalization

According to different authors, globalization has been going on since the first movement of people out of Africa into other parts of the world, or since the 3rd millennium BC (when according to Andre Gunder Frank the World System emerged [Frank 1990, 1993; Frank and Gills 1993]), or since the so-called Axial Age (Jaspers 1953) in the 1st millennium BC, or only from the Great Geographical Discoveries, or in the 19th century, or after the year 1945, or only since the late 1980s (see also Footnote 1). Each of these dates has its own sense. It is quite reasonable to discuss the problem in the context of whether one can speak about globalization before the start of the Great Geographical Discoveries, as a result of which the idea of the Earth as a globe exceeded the limits of the opinion of a group of scientists and became practical knowledge (Chumakov 2011). But, notwithstanding this point of view, there is no doubt that historical dimension of globalization is quite challenging (for more detail see Grinin 2011).

Geographic Discoveries made it possible to transform intersocietal links into global in a full sense of this notion, still the period between 1500 and 1800 CE was not fully global yet due to a number of points. Firstly, not all the territories of the Earth had been discovered (Antarctica being the most salient among them); secondly, many societies (in Australia, Oceania, some parts of Inner Africa) had not been involved into global contacts in any significant way; thirdly, some all the large countries of East Asia quite consciously isolated themselves from the rest of the world; fourthly, the volume of trade could hardly be called global (see O'Rourke and Williamson 1999, 2000 for more detail on this point). In connection with this, we denote the period from the late 15th century to the early 19th century as a special period of oceanic (intercontinental) links. Chronologically this period is almost identical with the one that was identified by Hopkins (2003: 3–7) and Bayly (2004) as a period of proto-globalization or early modern globalization; however, we believe our name of this period reflects the scale and character of links in this period in a more accurate way. Indeed the period starting in the early 19th century may well be denoted as 'a very big globalization bang' (O'Rourke and Williamson 2000). That is why we denote links in this period as 'global'. This period continued till the 1970s, after which the level of intersocietal interconnectedness began to grow very fast (especially since the early 1990s). It was during that period when it was recognized that we had entered a new period of interconnectedness that was denoted as 'globalization' (mondialisation in

French). In order to distinguish this period from the previous we have denoted it as 'planetary', which reflects, firstly, the implications of the space exploration (these are the space/satellite communication technologies that secure unprecedented opportunities of communication with respect to its speed, density, and diversity), secondly, we observe the involvement into the globalization process of those societies (in Asia, Africa, and other regions) that were weakly connected with the rest of the world, where the links were rather limited, and those links were often created in a coercive way. Thirdly, this reflects the fact that the modern globalization has not realized all its potential, that this process continues, and when it is finished in the 21st century, the level of interrelatedness will be truly planetary, when almost any place in the world will be connected with almost any other place.

3.1.2 General characteristics of globalization process

In fact, globalization is nothing more than the US policy aimed at world domination, including the proper means of culture (fashion, information, show business, popular culture, etc.), on the destruction of national cultural identity, cultural diversity, in order to facilitate the implementation of the cultural product in the world market with a view to its complete conquest.

The main characteristic of the globalization process that takes place in the modern world - the extrapolation of the liberal-democratic values in all regions without exception. This means that the political, economic, legal, etc. systems of all countries of the world are identical, and the interdependence of countries reached unprecedented proportions. Until now, nations and cultures have never been so dependent on each other. Problems anywhere in the world instantly reflected in the rest of the world. The process of globalization and homogenization spends to create a unified global community in which form uniform norms, institutions, and cultural values.

The process of globalization is characterized by the following main aspects:

- Internationalization, which is primarily expressed in the relationship;
- The liberalization, as the removal of barriers to trade, investment, mobility and the development of integration processes;
- Westernization - extrapolation of Western values and technology in all the world.

It should be noted that the "globalist culture" is not a classical Western culture and can be seen as a modern form of a kind of counter-culture - the essence of the transformation of national cultures to the (cultural) to US interests. Transnational economy requires a unified, integrated, standardized mass culture to all countries exposed to globalization. She often acts under the guise of "entry" into the world culture, familiarizing with universal values.

Nowadays we can see the same image with the food culture. We are changing our tradition according of the modern pace of life. Integration of the fast food system in public life is one of the expression of the Western standards.

3.1.3 Globalization of food systems in developing countries

The phenomenon of globalization is majorly affecting on nutrition frameworks around the world. Sustenance frameworks are changing, bringing about accessibility and assorted qualities of nourishment, despite the fact that entrance to this nourishment is in no way, shape or form widespread. A large portion of these progressions are nearly connected with urbanization, expanding salaries, advertise progression and outside direct speculation.

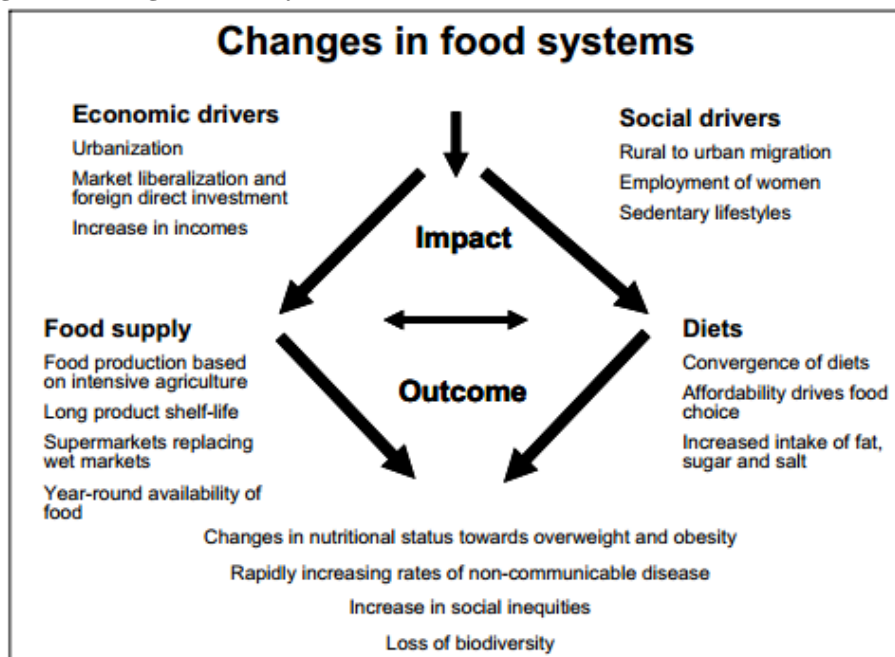
Rivalry for a piece of the overall industry of sustenance buys has a tendency to heighten with passage into the arrangement of effective new players, for example, expansive multinational fast food and grocery store chains. The failures have a tendency to be the little neighborhood operators and customary nourishment advertises and, to some degree, traders offering "street foods" and also other nourishment things.

The supermarkets bring with them significant improvements in standards of food quality and safety at competitive prices, factors which are highly attractive to an increasingly sophisticated consumer. Thus these changes in food systems affect availability and access to food through changes to the food production, procurement and distribution systems and the food trade environment. Thus this is realizing a steady move in nutrition culture (towards a more all inclusive one), with subsequent changes in dietary utilization designs and healthful status that vary with the socio-economic strata. In reality, the socio-economic population groups float towards low quality, energydense however, modest and moderate sustenances.

The primary drivers to changes in nourishment frameworks and dietary examples, such as urbanization, expanded salary, capital stream and market advancement, have been examined by others (de Haan et al., 2003; Haddad, 2003; Popkin, 2003; Reardon et al., 2003; Lang and Heasman, in press). On the Figure 1 presented a conceptual framework of the determinants of these profound changes to food systems in the societies of developing countries is provided.

Figure 1 highlights urbanization, expanding wages and remote direct interest in markets of creating nations as the fundamental financial drivers affecting changes in food supply and diet. In addition to the economic forces, associative social changes are taking place, for example, more women entering the workforce. The connections between environment, eating diet are complex and influenced by several external factors

Figure 1, Changes in food systems



Source: Globalization of food systems in developing countries impact on food security and nutrition. Food and agriculture organization of the United Nations. Rome, 2004.

Lang (2003) describes changes to agricultural and nutrition systems. These include huge utilization of agrochemicals and hybrid plants and, more recently, genetically modified plants; changes in food processing designed to produce uniform quality, size and shape, especially suited for brand name products; and changes in distribution and promoting frameworks supported by computer systems for ordering, delivery and improved corporate control over markets. These food system components are already well in place in developed countries, and are now quickly moving into developing country markets, impacting agriculture systems, squeezing small farmers out of business and contributing to expanding urbanization.

In the context of globalization and the accession with WTO for Kazakhstan is very urgent problem of formation of a well-functioning system of food safety.

Throughout the world, food safety is the basis of national security and an important direction of development of the agricultural sector. Without their own food all other components of national security are losing their significance.

Food security, in addition to the national aspects, closely linked to food independence and security of food products at the regional level that is especially true for countries whose territories are located in different climatic zones with large size of arable

land and land resources, as well as with regions in the geographical division with sufficient dense proportion of the population. Food security and food sovereignty for each region manifest themselves in different ways.

The value of food security for regions defined by entirely different indicators than the national level. So, to determine the national level food security and protection of the interests of the state developed a package of documents, which includes customs regulations, the application of excise duties, the establishment of countervailing duties and taxes.

Other evaluation criteria are used to ensure food security, in particular such as: efficient organization of wholesale and retail trade, processing and storage of foodstuffs and agricultural raw materials, the development of agricultural enterprises at the local level, even to achieve and maintain a sufficiently broad and balanced range of foodstuffs, size seasonal stocks and other products.

Catering regions as determined by the level of household income, operating on local food prices markets, the level of development of private farming in rural and peri-urban population, industrial development and a number of demographic and geographic factors.

According to the classification of Kazakh regions are subdivided into producing food and consuming it. Significant differences in the natural-geographic, economic, social and demographic conditions of the country and other regions exclude unified approach to agro-food policy. The highest level of food dependency characteristic of those regions, which are located in areas of unfavorable climate of instability and underdevelopment, poor technical equipment and inefficient agricultural production.

The regional range of basic foodstuffs, it is also not stable. The structure of supply includes other elements, which are determined by the habits and customs of the population of a region. Thus, in the regions that produce food, the emphasis is on consumption of foods that are used not only in food but also in the processing and canning industry (sugar, meat, milk and butter). In the regions that consume food, their range is much poorer, because the population is committed to providing first minimum value of the products included in the "food basket food."

Zonal conditions of the region, not only determine the different production and consumption of food, but also require a combination of state and local administrative effort, in some cases, in the development of export policy, and in others - in addressing

issues related to import and importation (delivery) of food resources. In this regard the decision of regional problems of food security and food self-sufficiency is an urgent problem.

The achievement of national security in the food sector requires that government policy has put at the center of the guaranteed provision of population with food and to create conditions for a normal life expectancy. Therefore, the solution of the food problem is an important condition for the creation of an atmosphere of stability and prosperity in the country, guarantee the efficiency of its economy. It should also be emphasized that this problem as part of the socio-economic problems, is closely related to population growth, worsening of ecological processes. To maintain and improve the health of the population, it is necessary to ensure adequate nutrition, the structure of which should be differentiated by region in accordance with national traditions.

In general, in Kazakhstan requires a transition from a system of stochastic theory patching gaps arising in the theory of sustainable development of agribusiness, with a gradual exit beginning on food sovereignty on key produced food, and then on a comprehensive food security.

Food safety is closely linked with the concept of "national security", but if you look deeper into the E.Deming's theory, the system of the "deep knowledge" Food security of the Republic of Kazakhstan - is not only to provide the population with food within the norms of good, adequate nutrition, money that had a good ability to pay for the purchase of food products, but more deeply, ensuring the quality of the nation's well-preserved genes for future generations in sustainable development. That is, the food security of the Republic of Kazakhstan it is necessary to consider not only quantitative aspects (economic) as well as the related parts together with quality side.

3.1.4 Socio-economic challenges of globalization process

English economist Thomas Malthus (1766-1834) put forward the idea of the existence of severe "law of population". According to him unwise to rapid growth in the number of people significantly ahead of the possibility of increasing funds for their lives, causing mass poverty. This situation is to some extent controversial. However, issues of food shortages for a long time concern of scientists.

The food problem is manifested in circumstances such as: production of low productivity, acute food shortages, malnutrition and others.

The main solutions: implementation of the "Green Revolution"; expansion of production of the oceans products; a balance between population growth and production capacity; the international community help.

Natural Resources The problem stems from the fact that humanity can no longer endlessly and growing rapidly increase the amount of natural resources at the optimum. This is due, firstly, the fact that many resources are non- renewable and very close to exhaustion. And secondly, the massive extraction and processing of resources is often harmful to the environment.

It is necessary to change the model of economic growth, move from increasing the volume of resources to rationalization of production and consumption.

3.1.5 Food consumption trends and drivers

A picture of nutrition consumption (accessibility) patterns and projections to 2050, both all inclusive and for various areas of the world, alongside the drivers to a great extent in charge of these watched utilization patterns are the subject of this audit. All through the world, significant moves in dietary examples are happening, even in the utilization of essential staples towards more broadened weight control plans. Going with these adjustments in sustenance utilization at a worldwide and local level have been impressive wellbeing outcomes. Populaces in those nations experiencing fast move are encountering healthful move. The different way of this move might be the aftereffect of contrasts in socio-statistic elements and other purchaser attributes. Among different elements including urbanization and nourishment industry advertising, the approaches of exchange progression in the course of recent decades have suggestions for wellbeing by uprightness

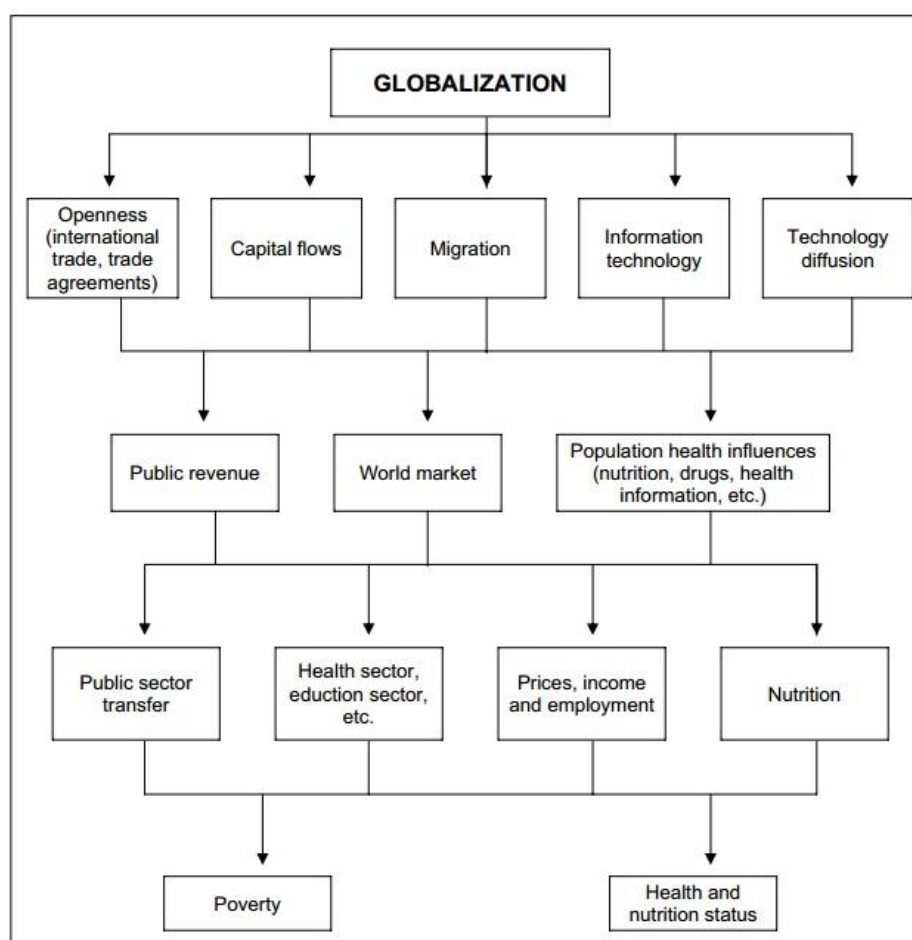
of being a calculate encouraging the "nutrition transition" that is connected with rising rates of corpulence and ceaseless sicknesses, for example, cardiovascular ailment and tumor. Future nourishment arrangements must consider both rural and wellbeing areas, subsequently empowering the advancement of intelligible and practical approaches that will at last advantage horticulture, human health and the environment.

Changes in agricultural practice in the course of recent years have expanded the world's ability to give nourishment to its kin through increments in efficiency, more prominent assorted qualities of sustenances and less occasional reliance. Nourishment accessibility has additionally expanded as an outcome of rising wage levels and falling sustenance costs. This has brought about significant changes in nourishment utilization in the course of recent years. Alongside an investigation of food consumption (accessibility) patterns and projections to 2050, both all inclusive and for various districts of the world, the drivers to a great extent in charge of these watched utilization patterns will be inspected.

The framework focuses on the linkages between the different strands of globalization and components of poverty, nutrition and health as identified in the literature. Thus, it focuses on openness to international trade/trade agreements, capital flows, migration, information technology and technology diffusion and discusses how each of these can be linked to problems of poverty, nutritional and health status (Figure 2). The framework shows that openness to international trade will lead to greater integration into the global market which, in turn, could increase exports, output and income. This would reduce poverty by expanding the opportunities of the poor in terms of ownership or access to productive resources, infrastructure, financial services and social networks. It will also allow countries to concentrate on those activities in which they enjoy comparative advantage and subjects firms to healthy foreign competition. Therefore, the poor can gain from the advantages of trade liberalization by specializing in the production of goods that make use of their abundant, low-cost and unskilled labour. International trade agreements affect the health status and general well-being of people. For example, trade-related aspects of intellectual property rights allow access to essential life-saving drugs that are non-affordable by low-income countries, regardless of the level of their public health expenditure. Innovations as inspired by the duo of large market and intellectual property rights ensure adequate rewards of innovators. While trade can contribute to improved

welfare through increased drug availability, the associated negative externality of possible infections carried across borders could adversely affect not only people’s health, but also their general well-being. With the employment generation potential of globalization, women are likely to become more involved in the labour force. The potential helpful or harmful effect this may have on child health is a subject needing more research, especially where adequate child care institutions are lacking. Migration can lead to improved nutritional and health status through movement of people across national borders, which is expected to ease labour bottlenecks and lead to transfer of technological knowledge. The process of globalization can help to improve the skills of the poor through technology diffusion and capital flows. Transnational migration may be a drain on the brain power of countries, but may also lead to significant cash remittances returning home.

Figure 2, Linkages between globalization, food consumption, health and nutrition



Source: Kolawole Olayiwola Economic Policy Unit Development Policy Centre

3.2 “Green revolution”

3.2.1 The main characteristic of term “green revolution”

In the 60-70-ies. XX century. the international lexicon includes a new concept - the "green revolution", referring primarily to the developing countries. It is a complex, multi-component concept, which in general terms can be interpreted as the use of genetics, breeding and physiology of plants for breeding these crop varieties, the cultivation of which, under appropriate agricultural techniques, it opens the way to a more complete utilization of the products of photosynthesis. By the way, this evolution has been carried out much earlier than in the developed world (starting with the 30-ies of XX century -.. In the US, Canada, UK, from 50th -. In Western Europe, Japan, New Zealand). However, at that time it was called the industrialization of agriculture, based on the fact that it was based on its mechanization and use of chemicals, although in conjunction with irrigation and breeding and breeding selection. And only in the second half of XX century., When similar processes affected developing countries, followed by firmly established the name of the "green revolution."

The "green revolution" reached more than 15 countries in the zone stretching from Mexico to Korea. It is clearly dominated by Asian countries, among them - a country with a very large or fairly large population, where wheat and (or) rice are the main food crops. The rapid growth of the population has led to a further increase in the load on arable land, an already heavily depleted. At the extreme shortage of land and landlessness, the prevalence of small and very small farms with low agricultural machinery more than 300 million. Families in these countries in the 60-70-ies. XX century. or are on the brink of survival, ever experienced chronic hunger. That is why the "green revolution" was perceived by them as a real attempt to find a way out of the critical situation.

The "green revolution" - a transformation of agriculture based on modern farming techniques. It is one of the manifestations of the STR. The "green revolution" includes the following major components:

- the development of new early maturing varieties of crops that contribute to a sharp increase productivity and open up the possibility of further use of crops;

- irrigation of lands, as new varieties can show their best qualities only if irrigation;
- widespread use of modern machinery, fertilizers.

As a result of the "green revolution", many developing countries have to meet their needs at the expense of its own production of agricultural products. Thanks to the "Green Revolution" grain yield has increased twice.

3.2.2 Green revolution in Asia

By the term "Green Revolution" is called the transition from traditional agricultural production systems to the industrial system of productive forces in the agricultural sphere. When you put it into practice methods of social reform of agriculture (agrarian reforms) overshadow, relying on technical production methods: the introduction of high-yield varieties of plants and animals, mechanization, use of chemicals, etc.

The 70s were very poor for most developing countries - they had experienced fuel and energy crisis, large-scale natural disasters, worsening terms of trade, etc. Part of the problem was worsening food situation. Net food imports (ie imports minus exports) rose from 15 million. Tonnes on average over 1966-1970 to 35 mln. tons for 1976-1979. The critical state of agriculture greatly accelerated measures for the deployment of the green revolution in 70-90s.

The Green Revolution has several closely linked components. The first is the introduction of high-yielding hybrid seeds nizkostebelnyh cereal varieties. Secondly, introduction of a complete set of the soil fertilizer (nitrogen, phosphorus, potassium) - in the absence of any of these yield is sharply reduced. Third, the comprehensive protection of high-yielding varieties of plants with pesticides, because they tend to be completely stripped of their immunity as disease and pest. Fourth, the construction of efficient irrigation systems, as higher yields are possible only with regular and adequate irrigation. Fifth, the use of modern agricultural techniques (which involves additional investment), as new varieties are early appearance of fruit in tropical or subtropical conditions can collect 3-4 harvests a year; without adequate mechanization losses can be very large, and the time of harvest - ripped off.

Initially, the green revolution is the introduction of high-yielding varieties of wheat, and only then began to work on the removal and introduction of similar types of rice. Centre for the creation of high-yielding rice varieties have become the Philippines, where there was the greatest lack of this culture.

The Green Revolution has evolved under the influence of both increased returns on investment in new agro-industrial complex and large-scale activities of the state. It created the necessary additional infrastructure, organized procurement system and, as a rule, maintained high purchase prices - in contrast to the initial phase of the modernization of

the 50-60-ies. As a result, in the 1980-2000 years in Asia, average annual increase agricultural (mainly food) production reached 3.5%. Since these rates exceed the natural growth of the population in most countries it is possible to solve the food problem. However, the green revolution is deployed unevenly, and did not immediately give the possibility to solve the agrarian problem as a whole, they are more acute in some countries lagging behind.

Only by 2000 the share of Asian developing countries in world agricultural production (53.1%) close to their share of the world's population (53.7%). This is a huge positive change: in 1950, Asia accounted for 49.3% of the world population and only 36.0% of agricultural production, in 1970 these figures were 51.4% and 38.6%, respectively.

On the dynamics of production in the agricultural sphere of Asian countries in the XXI century can be judged from the data Table 1 "The rate of growth of agricultural production in certain Asian countries in 2007 - 2011 years." Improve the situation in most major countries, where the average annual growth rate of crop production is much higher than the population growth.

Table 1 "The rate of growth of agricultural production in certain Asian countries in 2001 - 2005 years."

Asian countries	2007	2008	2009	2010	2011
Kazakhstan	16,9	3.0	1.0	-0.5	6.7
India	6.2	-6.9	10.0	0.7	2.3
China	2.5	2.9	2.5	6.3	4.0
Bangladesh	3.1	0.0	3.1	4.1	0.3
Turkey	-6.5	6.9	-2.5	2.0	1.0
Uzbekistan	5.0	6.1	6.8	10.0	7.3

Source: Economic and Social Survey of Asia and the Pacific-2012 - N.Y. : UN ESCAP. - P. 198-199.

3.2.3 The globalization of domestic food in Kazakhstan

Food is a strategically important sector, ensuring food security of the country. There was a steady trend of growth of the population, an increase in food consumption and changing consumption patterns towards more quality products. The sector is closely linked to agricultural production as a supplier of raw materials. Companies producing food are concentrated near the consumption centers (cities, major towns).

The share of food production in the volume of manufacturing has decreased from 18.6% in 2008 to 16.5% in 2013, while from 2008 to 2013, the volume of food production increased by 56.0%. (Ministry of National Economy of the Republic of Kazakhstan on Statistics Committee)

The main share in the structure of production of food products occupy grain processing industry (23.5%), milk processing (16.3%), bakery (15.3%), meat processing (13.4%), canning (8.1%), oil and fat (7.8%) and other industries (15.6%).

Priority activities:

Processing and preserving of meat

Processing and preserving of poultry meat

Production of meat and poultry meat

Processing and preserving of fish, crustaceans and molluscs

Processing and preserving of potatoes

Manufacture of fruit and vegetable juices

Other processing and storage of fruits and vegetables

Manufacture of oils and fats

Manufacture of margarine and similar edible fats

Of dairies and cheese

Production of products of the milling industry

Production of starch and products from starch

Manufacture of bread; manufacture of fresh pastry goods and cakes

Manufacture of rusks and biscuits; manufacture of preserved pastry, cakes, pies and biscuits intended for long-term storage

Production of pasta

Production of sugar

Manufacture of cocoa, chocolate and sugar confectionery

Processing of tea and coffee

Manufacture of prepared food products and semi-finished products baby food and diet food

In the period from 2015 to 2019 provides for the implementation of priority projects in the field of processing of food production: poultry products (poultry meat, eggs); milk (powdered milk, butter, cheese and cottage cheese, drinking milk, dairy products); meat (frozen, canned, sausages and similar products); fish (frozen fish, fish fillets, fish cooked and canned); grain (flour, pasta, starch, gluten, inulin etc.); oil (vegetable oil, margarine); vegetables and fruit (juice, canned fruit and vegetables); sugar confectionery products (sugar, chocolate and sugar confectionery bakery products fresh and long-term storage).

3.3 The globalization of harmful foods

3.3.1 Factors that influence consumers behavior

Who of us at least once in his life did not use the services of fast food establishments, which are united by a fashionable name - fast food. Fast Food - is a general name which was given to any food that can be cooked quickly and serve for customers. This is food that can be sold in restaurants, cafes, snack bars, and shops. If you think that fast food - a recent invention of mankind, you are mistaken. At all times people wonder how to eat on the run and it does not stain your hands. Even in ancient Rome for retail space sold cakes with vegetables, cheese and roast meat. Pellets have been used as edible plates and bazaars visitors were spared from having to wipe his hands on togas and tunics. With humanity became more creative over time. Thus, the founder of a hot dog, a sausage merchant of Louisiana, initially handed the gloves to their customers so that they can keep the hot dogs and do not burn your fingers. Then the entrepreneur understand that it is cheaper to put the sausage in a bun, and to light a hot dog. But this prosperity fast food system has reached with the advent of the McDonald's restaurants. Its founding fathers were brothers McDonald and Ray Cork - the inventor of the machine for mixing milkshakes. Since the advent of the 60 years have passed, and now on the world map is difficult to find a country where there is no McDonald's restaurants. There are also few McDonald's restaurants in Kazakhstan but only in big cities, such as Astana, Almaty and Karaganda. For example in Kostanay, there an restaurant with an identific name „MacDak“.

Frantic pace of modern life makes many things on the go - read, drink, eat. With the development of society, people have become less and less time to organize healthy eating. Life in the modern city is now impossible to imagine without the fast food restaurant. Millions of people visit these cafes. The main reasons for the popularity of fast food are taste, low price, availability, diversity, the rapid pace of life and a chronic shortage of time.

Time limitations, convenience and taste were the three main reasons provided for purchasing fast food.

3.3.2 The negative impact of fast food on health

Scientists have come to the disappointing conclusion that all fast food in one serving contains daily intake of fat. And the title of the main "killer" was awarded kebabs, known here under the name of shawarma. It turns out that in this one dish contained an average of 120 grams of fat, while the daily intake of fat intake should not exceed 70-80, the regular use of this same gastronomic masterpiece will lead to rapid weight gain. But the really shocking is the fact that eating one shawarma only twice a week, a lover of a snack several times increases the risk of heart attack and guarantee yourself in ten years this power occurrence of cardiovascular disease. The fact that the fat contained in the fast food, mainly consists of saturated fatty acids which when ingested deposited on the walls of blood vessels and contribute to the development of atherosclerosis and increase the blood cholesterol level. And particularly dangerous fat oxidation products arising after roasting. These substances damage the cell membrane of the heart, liver and blood vessels, the blood alter and disturb lipid metabolism that ultimately leads to the defeat of the cardiovascular system. By the way, harmful fats are not only cutlet overcooked and shawarma, but also fries soaked repeatedly used vegetable oil.

Another risk to people eating fast food regularly, called irreversible changes in the liver.

But even knowing about the dangers of fast food, do not give up so easily on him. Research scientists from Princeton University in New Jersey have shown that fast food causes a person is akin to drug dependence. Dr. John Hebel revealed that fatty food and sweet food activates the production of the substance dopamine, which is associated with a feeling of pleasure, and with a feeling of strong attraction to something. For example, the experimental rats to choose between fatty and sugary food and a normal, balanced diet, they renounced their preferred food and switched to fast food. For example, an endocrinologist from the University of Washington Michael Schwartz found that gaining weight, fast food lovers develop resistance to leptin - a hormone that controls appetite. That is why one of the causes of obesity and increasing the frequency of bulimic disease (uncontrolled absorption of food) is a widely used semi-finished products and fast food, the overloaded fat, sugar, flavor enhancers and preservatives. A British Mental Health Foundation research has shown that fast food is guilty, and the increasing number suffering from mental disorders. A strong relationship between the occurrence of depression,

Alzheimer's disease, schizophrenia, and a high level of consumption of semi-finished and "fast food". In this regard, the psychiatric hospitals of Great Britain one of the main methods of treatment become dietetics, providing frequent consumption of fish, vegetables, fruit, nuts, cereals and compulsory exclusion of refined and overcooked foods. According to nutritionist Hospital of Roder County South Yorkshire, after a month of this treatment, patients much less frequently complained of depression, they improved sleep and overall health. Therefore, the rejection of another portion of a meal contributes to the preservation of not only physical but also mental health.

According to the topic of thesis, it is also important to research factors of the negative impact of fast food on young generation health.

Besides the already mentioned negative factors here are the features. According to the results of the research, it became known that children who grew up on fast food, are much more likely to conduct themselves worse in school, their performance will be reduced. Health of schoolchildren - one of the main problems. Doctors are convinced that for the younger generation of fast food almost deadly, because the body is still being formed, and how it will be very dependent on the contents of the plate. Unbalanced menu leads to obesity, disturbances in endocrine and immune system, and this in turn affects the physical and mental development in the future. Despite the unanimous declaration of unconditional dangers of fast food, it continues to attract children of different gender, age, income level and social status. So is it possible to eat fast food in the child? The main thing here - the behavior of the parents. Taste preferences of parents influence the child's diet. Scientists strongly advise parents to spend with their children explanatory talks about the dangers of fast food. Such food, according to scientists point of view, the negative impact on the intellectual abilities of children.

But researchers have put forward an interesting idea that junk food helps to improve mood and cope with psychological problems. Researchers believe that a child from a dysfunctional family, such food is the little that brightens his life. Let the detriment of health. The main conclusion of the authors of this - it is impossible to fight for the health of the child simply selecting him attractive, but harmful food. It is necessary to create also a good psychological atmosphere. And in general, it is necessary to teach children to another

system of values, so that they did not consider camping in a fast food restaurant as the only joy in life.

It's not a secret that our health depends on what we eat. Harmful influence of fast food has been discussed for a long time. The large-scale study, a team led by Dr. Roberto de Vogl (Roberto De Vogli) from the University of California at Davis have shown that an increase in fast food sales in developed countries is directly linked to an increase in body mass index and the prevalence of obesity. The most popular fast food was in Canada, Australia and Ireland.

As the authors note, the obesity epidemic - a direct threat to public health because obesity often leads to the development of cardiovascular disease, type II diabetes, etc.

In their study, the researchers analyzed data on 25 countries with high economic indicators, which are included in the OECD (Organization for Economic Cooperation and Development), for the period from 1999 to 2008.

To assess the extent of the obesity epidemic and to compare these data with the consumption of fast food, the researchers conducted an analysis of banking transactions in fast food restaurants, and compared these data with an average body mass index value for the same period in each country.

The increase in average sales were found in all 25 countries. The largest fast food sales growth occurred during this period in Canada - it was 16.6 units. Then come Australia (14.7), Ireland (12.3) and New Zealand (10.1). Less likely increased sales in Italy (1.5), the Netherlands (1.8) and Belgium (2.1).

The average value of the consumed daily calories and animal fats has increased slightly. Thus, according to the FAO (Food and Agriculture Organization), calories growth occurred from 3432 calories per day in 2002 to 3437 in 2008 (it is enough approximately from 2500 to 2000 calories per day).

As long as the government does not take measures for the dissemination of fast food, it will contribute to the spread of obesity, and will have dire consequences for human health. Countries where the population in a food diet dominated by fats, sugars and processed foods, should be aware that any necessary measures to maintain the health of the population. (de Vogl).

It is necessary that the market appears more and better food, fresh vegetables and fruits, you must legislative regulation of agricultural use of high doses of fertilizers, stimulants, growth hormones, pesticides and antibiotics, more stringent regulation of fast food advertising are also needed and economic measures that would impede such a rapid spread of these products.

As for Kazakhstan, it is, though not included in the list of countries that were analyzed by American scientists, we know that the situation with the supply of Kazakh quality deplorable.

According to the Institute of Nutrition of 30-50% of all Kazakhs diseases associated with malnutrition. Among the risk factors, malnutrition fruit and vegetables occupies 13% and is in fourth place. It is encouraging that the majority of diseases, food-related pathologies are manageable, ie, mortality from these diseases can be reduced through better nutrition.

4 Practical Part

4.1 Analysis of statistical data

4.1.1 Food market in Kazakhstan

According to sociological research and the Ministry of Health and Social Development, 13 percent of Kazakh children consume fast food everyday.

According to the Ministry of Health of RK service the number of children who consume fast food meal in urban areas is 13.7 percent in rural areas -. 13.3 per cent in the whole country to consume fast food once a day, about 13.7 percent of the children .

The data derived from the survey conducted by the National Center for problems of healthy lifestyle. Also according to the study, energy drinks in Kazakhstan consumes more than a quarter (25.5 percent) of urban children and 22.7 percent of rural children.

Regularly, in each school must be organized round tables and press conferences on issues of quality control and food safety, providing hot food and safe water, school, public raids to control and prevent the realization of the forbidden foods in schools, training seminars for health workers and cooks on the organization of a balanced diet and more.

The decision of the main sanitary doctor of Kazakhstan from March 2007 was to prohibit implementation of carbonated and non-alcoholic energy drinks, chips and crackers in educational institutions .

Today, overweight and obesity is a major risk of death, shortening life expectancy by 10-15 years. According to the World Health Organization, around the world are overweight, about 170 million children.

Meanwhile, the consumption of natural milk and dairy products is quite low. Only 17% of students regularly consume yogurt and milk, ayran, even less, only 15% of children of students.

According to the Ministry of Health of RK a sharp gap between knowledge about the benefits of fruits and vegetables and their actual consumption. 80% of pupils are aware of the benefits of fruits and vegetables, but regularly use them for food only 26%. Virtually the same statistics exists with the consumption of dairy products. 20% of students consume

yogurt once every 10 days at the recommended rate of consumption of dairy products every day.

The special value of milk and dairy products is that these products are sources of complete protein, calcium, vitamins and polysaccharides, lactic acid bacteria, contributing to the prevention of osteoporosis, gastrointestinal disease, goiter and help in enhancing the protective functions of the body. That is why it is advisable to pay special attention to the nutrition of children as a pre-school and school age on regular consumption of milk and dairy products.

In order to limit the intake of young Kazakhstanis chips, hamburgers and soda, doctors made a proposal to ban the advertising of these products in the daytime. After all, it encourages children to try their constant display on the TV these products, and advertise soda and chips often known sportsmen or your favorite fairy-tale characters.

Kazakhstan - is not the first country where talking about the need for such measures. Abroad, such medical initiatives have long been implemented in practice. For example, in the UK since 2009, a ban on junk food advertising during children's programs. According to official statistics, every 25th British child is obese. In South Korea in 2010 on television from 5 to 7 pm show prohibit videos that promote food that contains large amounts of fat, sugar and salt. Under the ban hamburgers, pizza, instant noodles, chocolate and even ice cream. The Swiss authorities this year is completely closed restaurant chain MacDonald's fast food.

As for the US, a country where 68 percent of people have a problem of excess weight, and the number of adult citizens who are obese, more than 25 percent, and there calls for the introduction of similar bans sounded repeatedly. Experts from the University of Pennsylvania, even tried to justify this initiative from a scientific point of view. According to their research, a ban on the advertising of fast food restaurants and their products will reduce the number of obese children aged 3-11 years - 18 per cent, and at the age of 12-18 years - at 14. But despite this, the legislative ban on advertising fast food in the country of his ancestors, yet.

As is known, the fast food industry is very powerful and is gaining worldwide more followers every year, especially in the post-Soviet countries. For example, in neighboring Russia, according to the latest research, fast food restaurants are the most frequented

establishments catering. In Kazakhstan, such statistics yet, but enough to go out, as it becomes clear that we have the popularity of fast food is growing every day, as well as a growing number of stalls selling samosas, Doner, pies and other "useful" food. And if 10 years ago, fast food was just a rare addition to the traditional homemade food, many people today have completely replaced its fast food.

In the era of globalization, Kazakhstan has become a competition arena for a variety of trends and tendencies in all areas of local life. In politics, winning the authoritarian East, in a fashion the democratic West, Automobile Germany and Japan hold the parity, and fast food conquers the East.

For almost two decades of globalization vortices master expanses of Kazakhstan. However, the "McDonald's" never conquered myself here any noticeable places. Turkish (doner kebab) systems of fast food is a leader of taste habit and culture of food consumption. Also a big segment of fast food system takes japanese sushi and Italian pizza, Thai and Chinese cuisine. Traditional local places to barbecue and Uzbek pilaf, samosa, dumplings and pasties preserved and in some cases even strengthened its position.

4.1.2 Food production in Kostanay region

The volume of food production in Kostanay region to increase year by year. Processing enterprises in January-September 2015 produced goods worth over 85 billion tenge.

Kostanay is a self-sufficient for the main food, but in 2016 the production of food products decreased by 4.8%.

"Reduced production volumes of milk processed by 37%, cheese and cottage cheese at 41%, sausage 16%, oil 13%, confectionery products - 27.7%, butter - 10.9%, however, increased production of milk in solid form 1.5 times, flour 15%, cereals by 15%, bread by 2% ", - he said.

Given that the food industry occupies 51% in the structure of the manufacturing industry, its fluctuations are largely reflected in the industry as a whole. Despite the overall increase in the number of livestock of all kinds of livestock and poultry, meat production decreased by 4.6% since the beginning of this year, due to high competition in the domestic market and the supply of food products from the Russian Federation and Belarus at lower prices.

At the same time, increased milk production - by 4.7%, due to the transformation of the species of breeding stock of cattle and eggs by 15.4% with an increase in number of laying hens. Overall agricultural output fell by 4 regions, of which the largest decrease in the city of Arkalyk - by 17.5%, Karasu District - 12.2%, Auliekolskomu - by 2.7% and Uzunkolskomu - 2% .

These measures make it possible to stabilize prices for socially important food products. Work is continuing to conduct agricultural fairs.

4.2 Analysis and survey findings

For collection of primary data we used structured questionnaires which were easy to implement and get as much detailed information as needed in order to understand the situation of interest of the young generation into the origin of the food. According to Foddy, (1994) method of questioning is one of the most effective for gathering information. Before designing the questionnaires structure, there were studied some literature sources and statistic data. There was created one type of questionnaire and it has 15 questions which were supposed to reflect the situation from point of view of analyzed problem. Some of the questions were closed and some were opened, so it was not a problem for respondents to answer them. According to the topic, the questions can be divided in three parts: the first part is showing the main information about students (gender and age). The second part is showing the attitude of the young generation in term of their interest into the origin of the food. Finally the third part is mostly focused on fast food services. Questionnaires were designed in English and Russian language (especially for students of primary school easy to understand the questions).

4.2.1 Questionnaire

The results of questionnaire was given below:

Question 1: What is your gender?

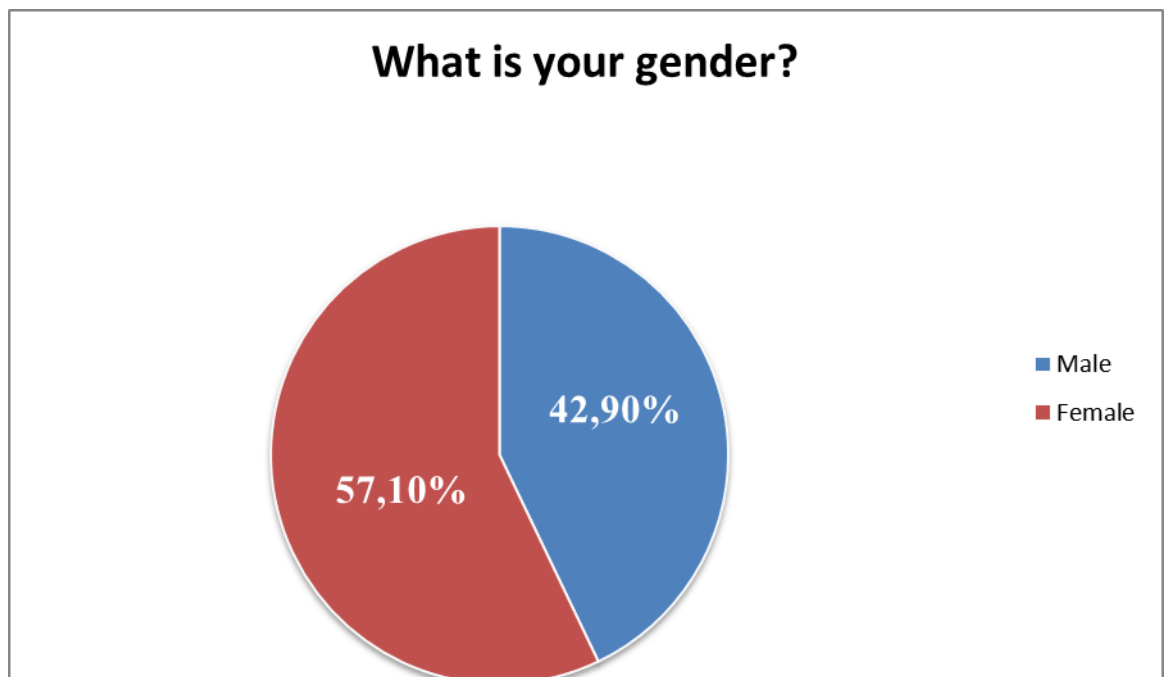
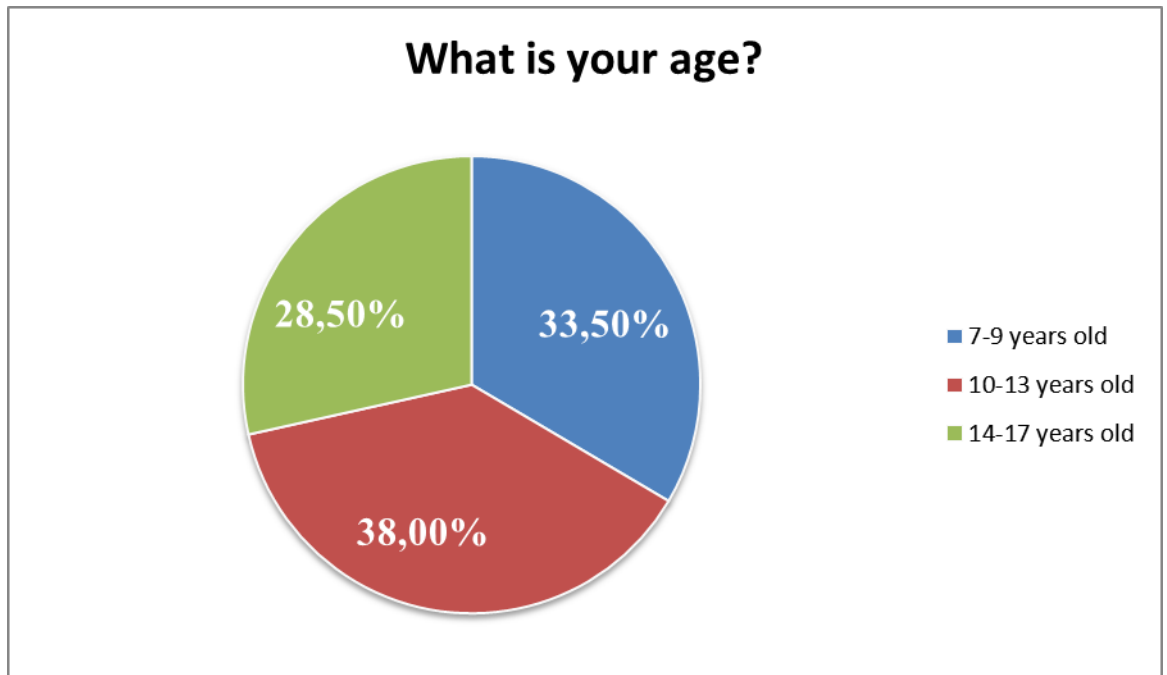


Figure 1, Answer to question 1 of the survey

Question 2: What is your age?

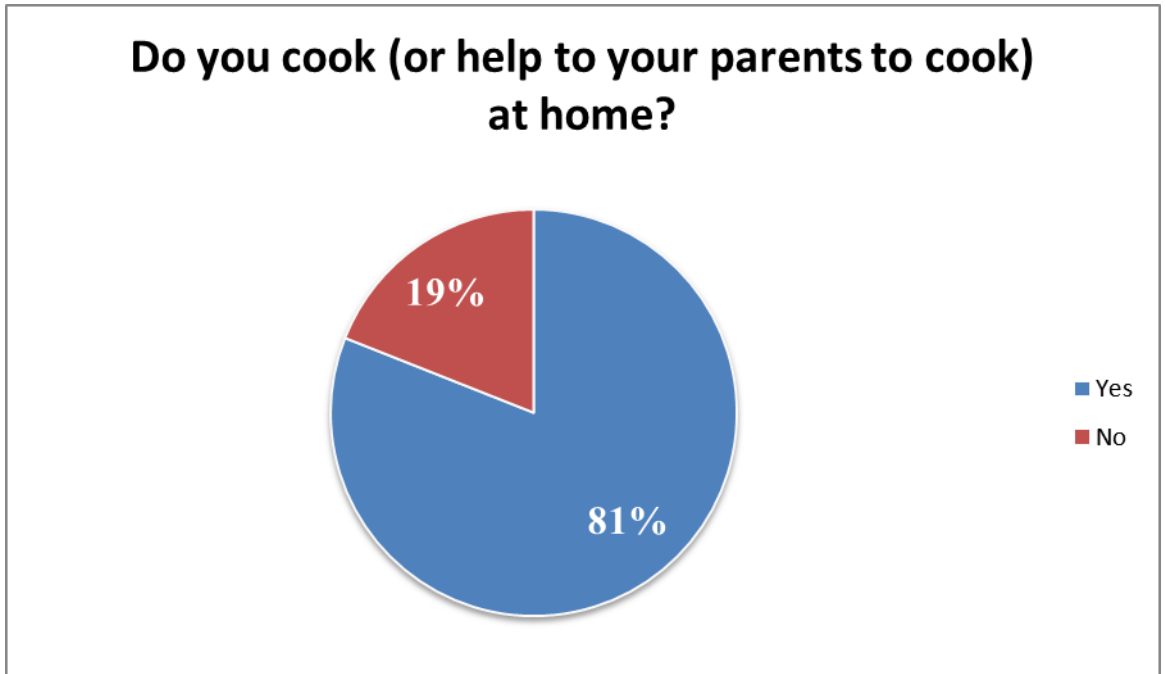
Figure 2, Answer to question 2 of the survey



According to the topic the questionnaire was organized only for students in age between 7 and 17 years old. All respondents were divided into three age categories as follows: first category is respondents between 7 and 9 years old and it's 33,5% of total respondents. Second category is respondents between 10 and 13 years old with total distribution of 38%. Third one is 14-17 years old with 28,5%. All of them are students of the primary and secondary classes of Zatobol School- Gymnasium.

Question 3: Do you cook (or help to your parents to cook) at home?

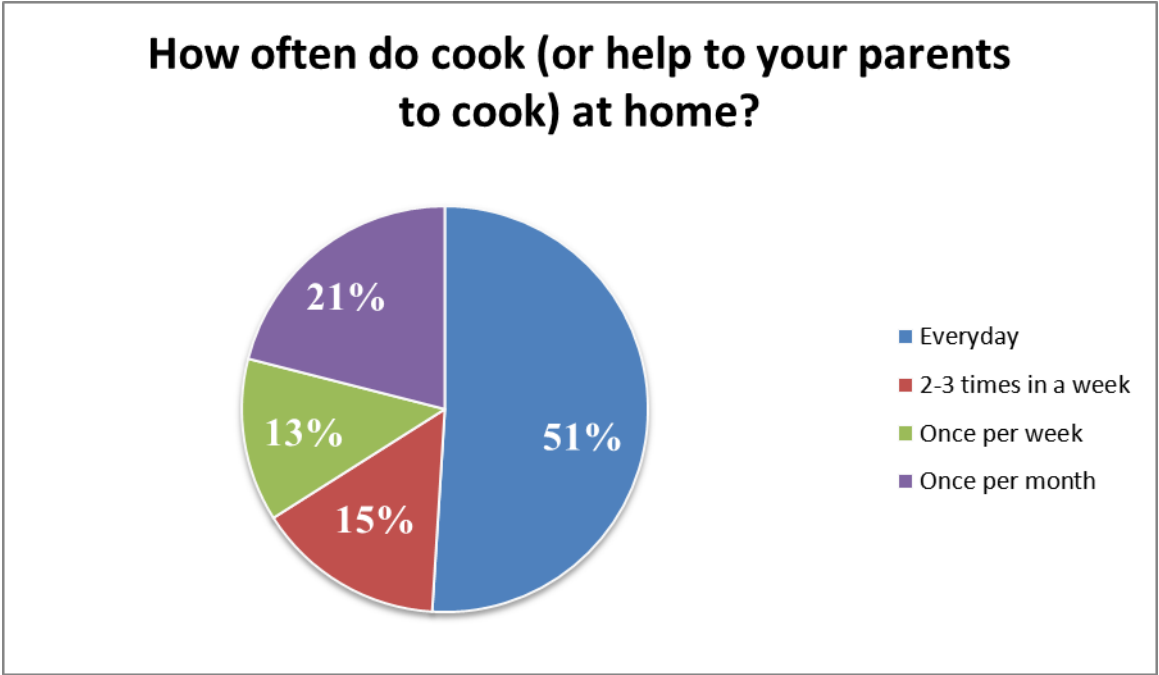
Figure 3, Answer the question 3 of the survey



Most of the students 81% are cooking at home or at least helping to their parents to cook.

Question 4: How often do you cook (or help to your parents to cook) at home?

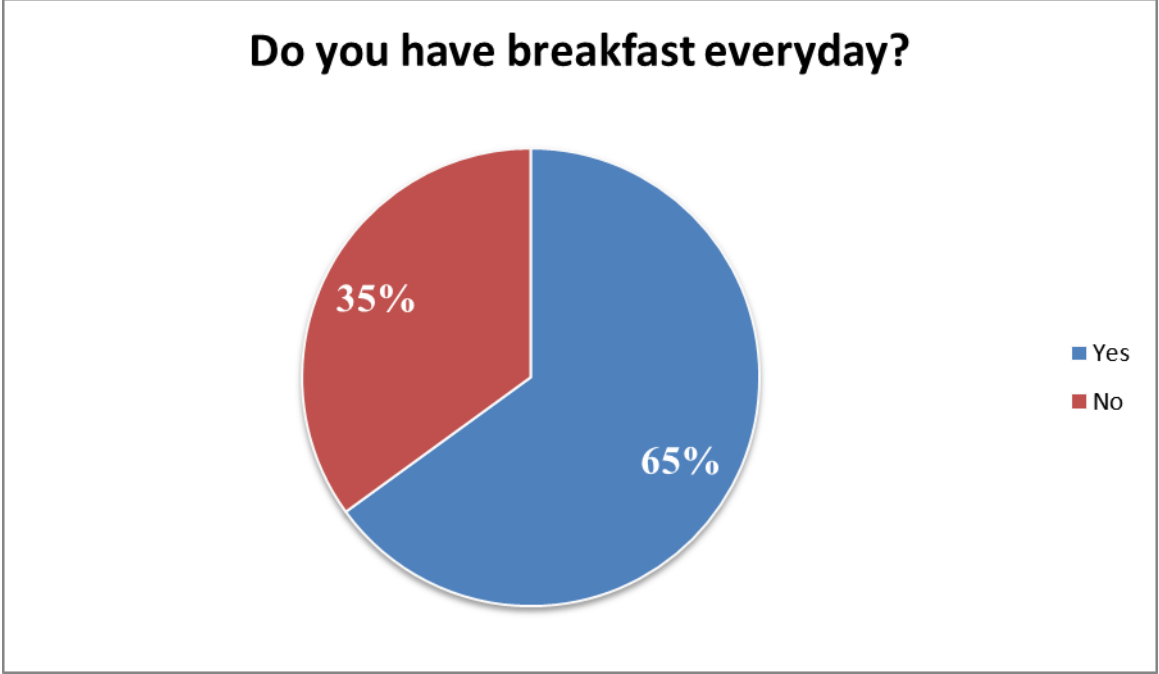
Figure 4, Answer for the question 4 of the survey



According to the Figure 4, more than half of the respondents are cooking at home every day.

Question 5: Do you have breakfast every day?

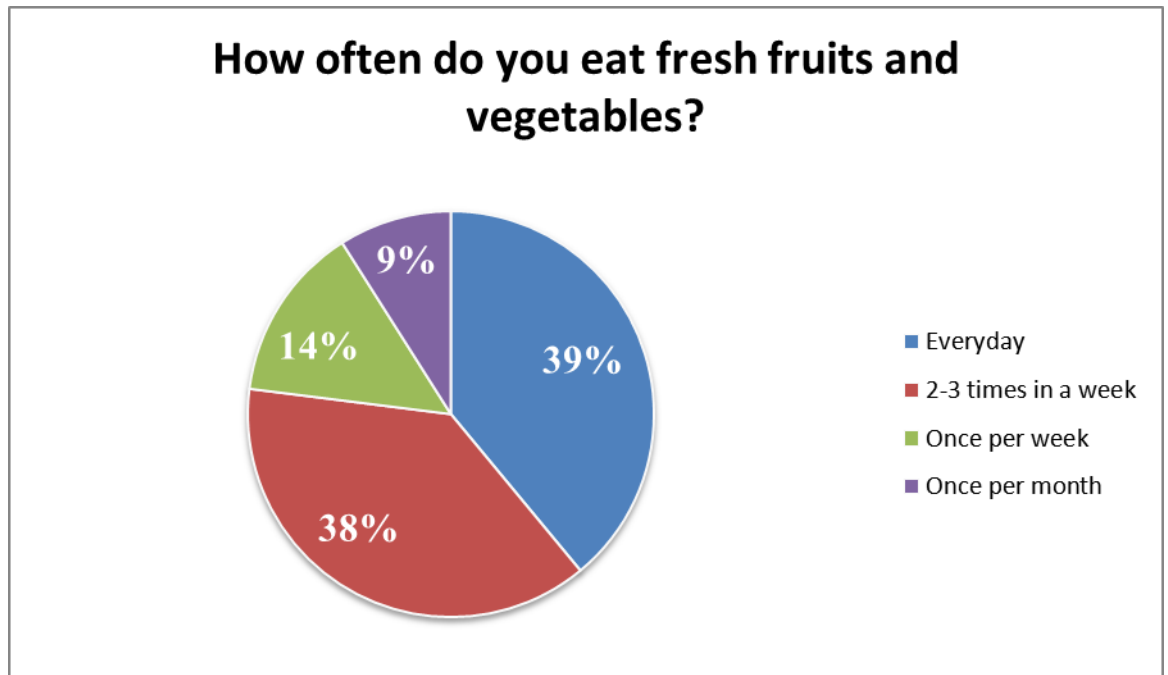
Figure 5, Answer for the question 5 of the survey



Only 65% of the students who took part in a survey, have a breakfast every day. It is a very low interest rate of the health quality status.

Question 6: How often do you eat fresh fruits and vegetables?

Figure 6, Answer for the question 6 of the survey



Fresh fruits and vegetables are rich of the vitamins A, B1, B2, B6, C and others. According to the health regulations the growing generation must eat 100g of fruits during the breakfast.

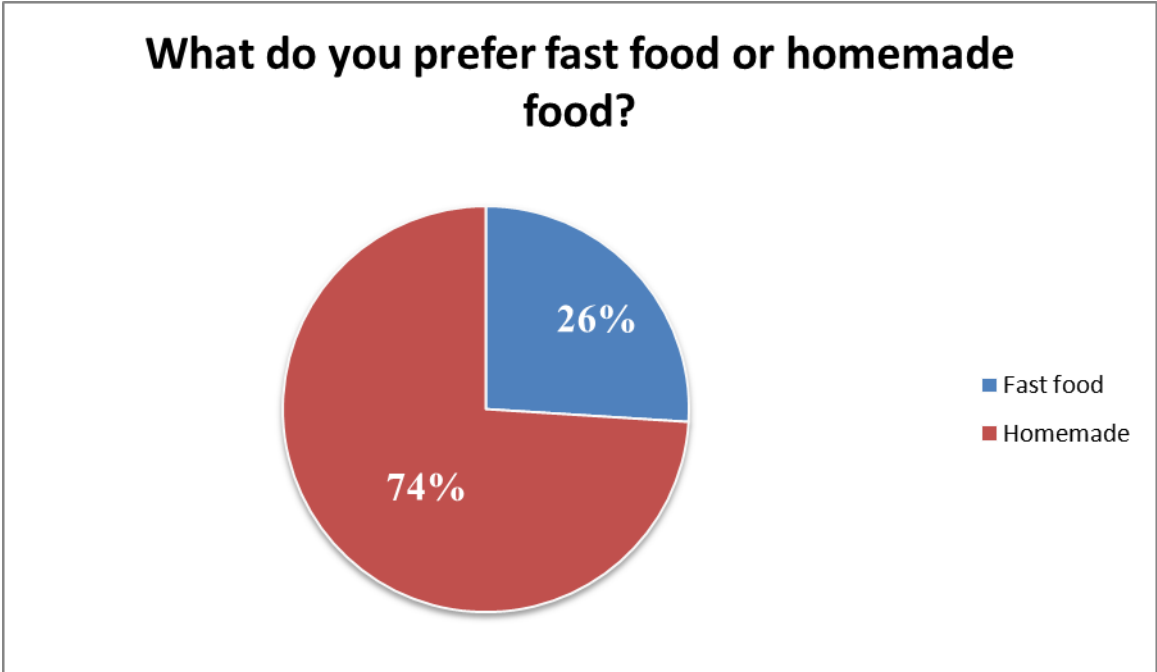
Question 7: What is your favorite food?

The question 7 was an open question.

Most of the students wrote the name of the homemade dishes, such as traditional Kazakh meal- Beshbarmak, also dumplings, pancakes and etc. But from another side students also prefer pizza, chips, hamburgers and other kinds of fast food.

Question 8: What do you prefer fast food or homemade food?

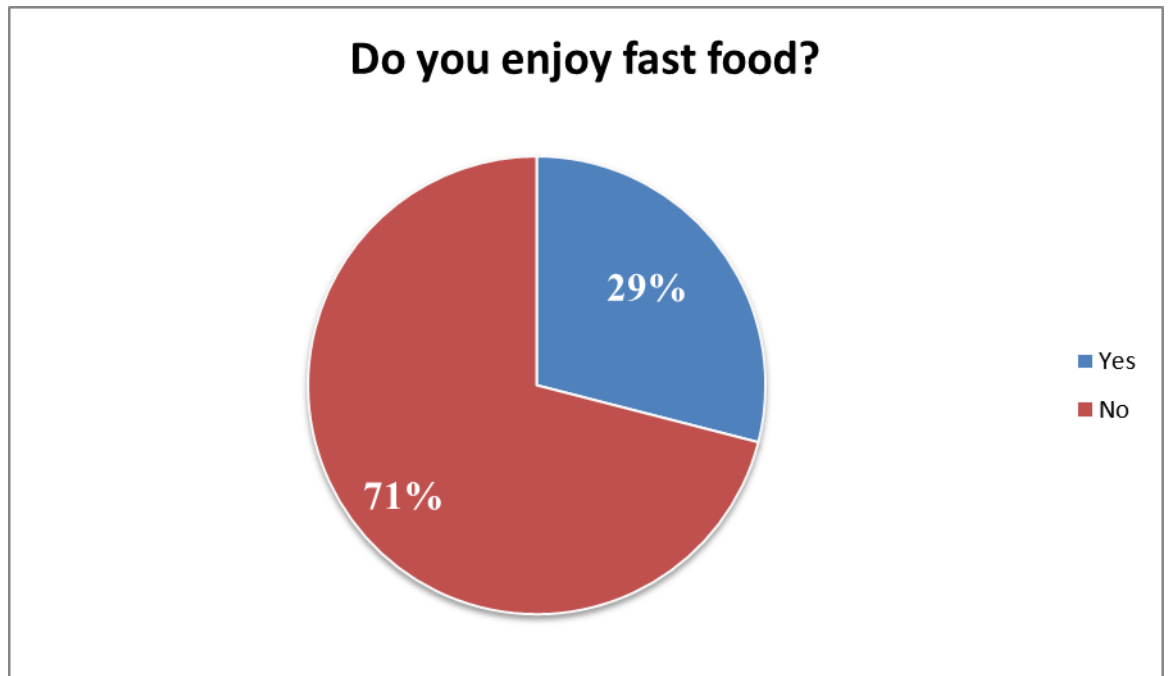
Figure 7, Answer for the question 8 of the survey



74% of respondents prefer homemade food.

Question 9: Do you enjoy fast food?

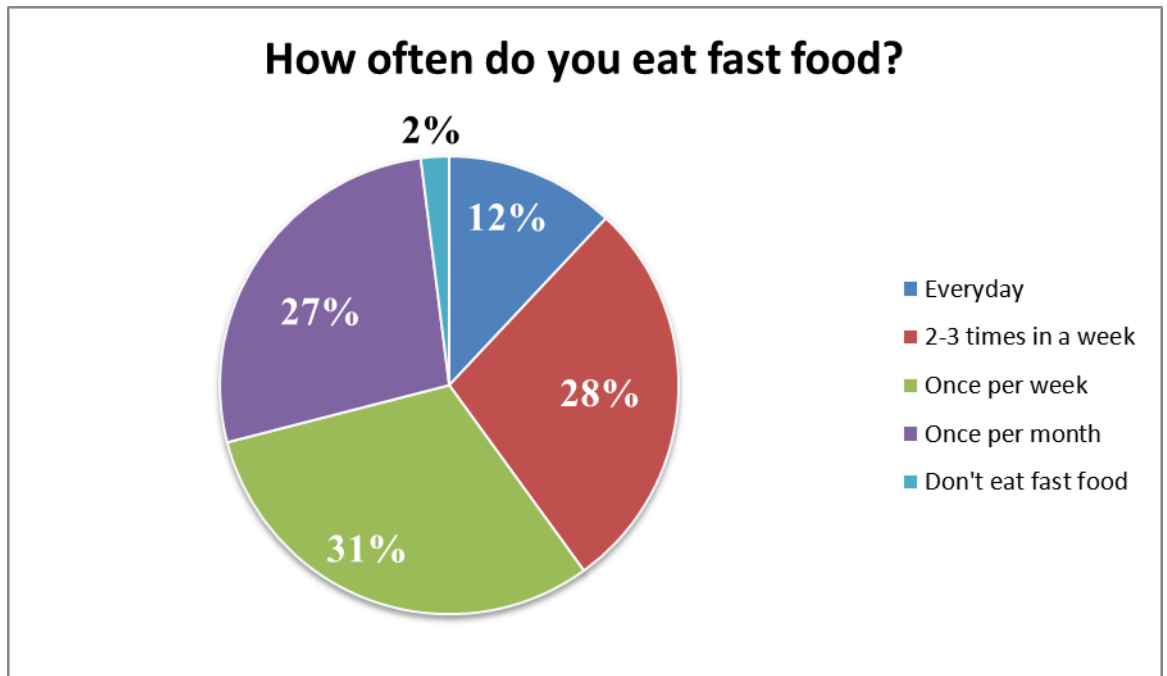
Figure 8, Answer for the question 9 of the survey



Almost third part of the respondents enjoying the fast food. It is a very high rate for young generation. In a fast food there are a lot of components which is badly affect to the health. For example sugar, fat, sodium provide serious problems for central nervous system, skin, respiratory system.

Question 10: How often do you eat fast food?

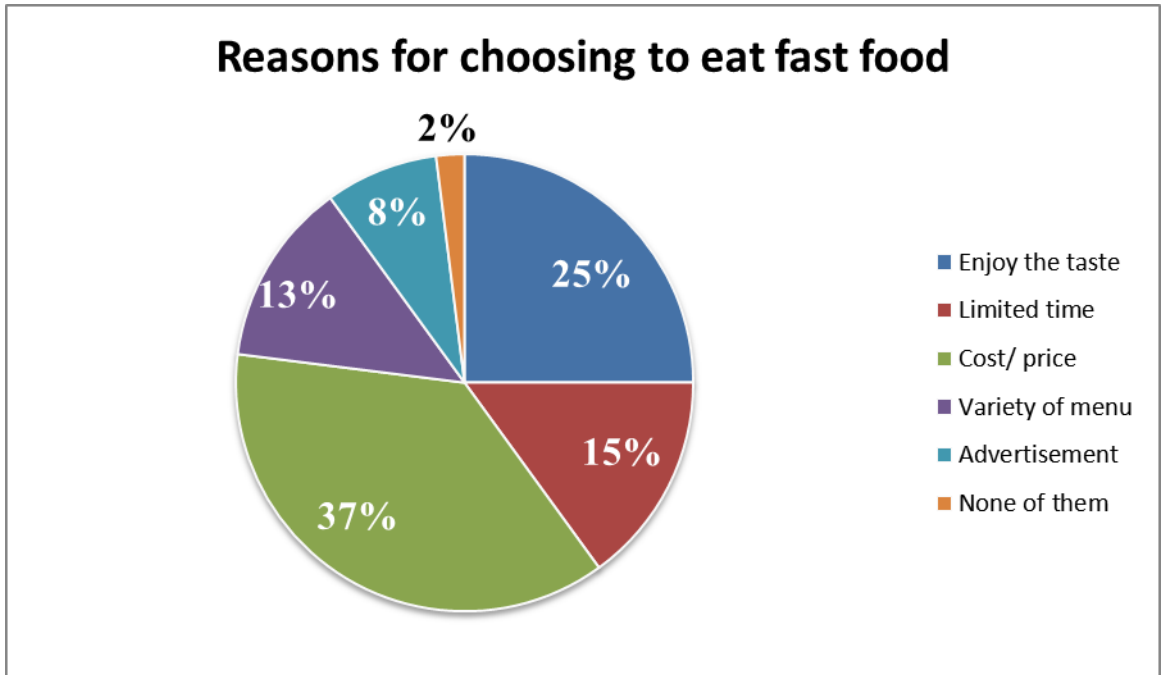
Figure 9, Answer for the question 10 of the survey



Only 2% of respondents confidently answered that they do not eat fast food. Although 74% of students (according to the question 8) prefer homemade food, 98% said that they eating fast food products at least 2-3 times in a week, ones in a week or once in a month.

Question 11: Reasons for choosing to eat fast food.

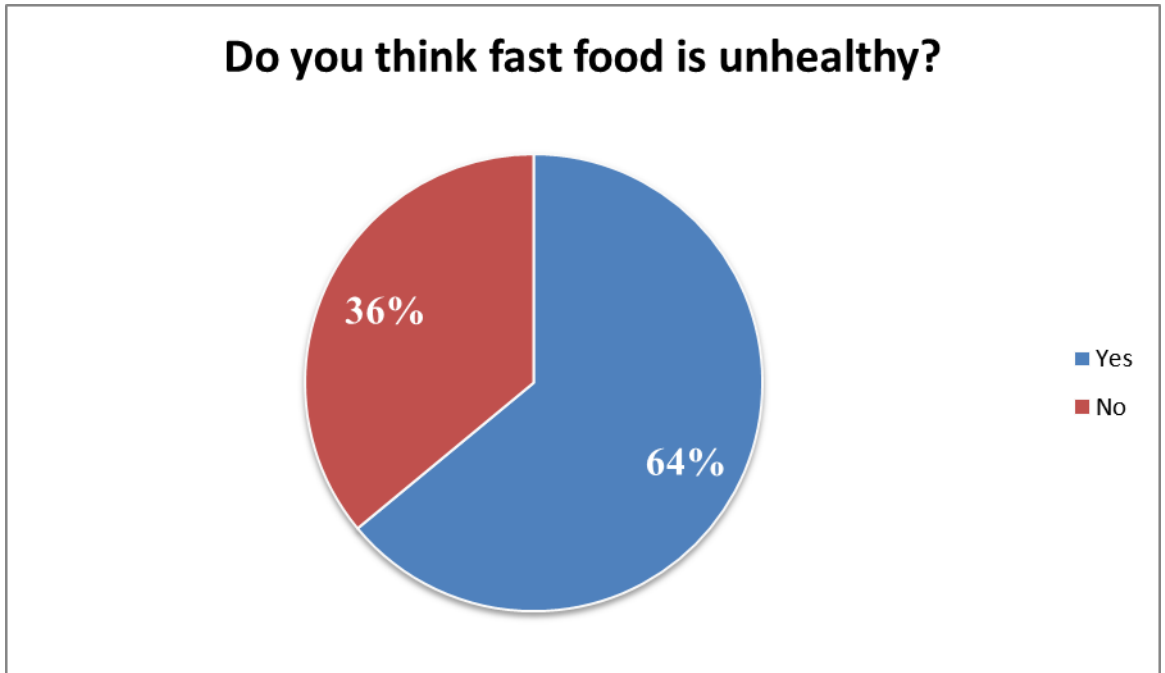
Figure 10, Answer for the question 11 of the survey



There are a lot of reasons for choosing to eat fast food, such as enjoying the taste, limited in time, low cost/ price, rich variety of menu and others. According to the survey the biggest part eating fast food because of low price and respondents enjoying the taste.

Question 12: Do you think fast food is unhealthy?

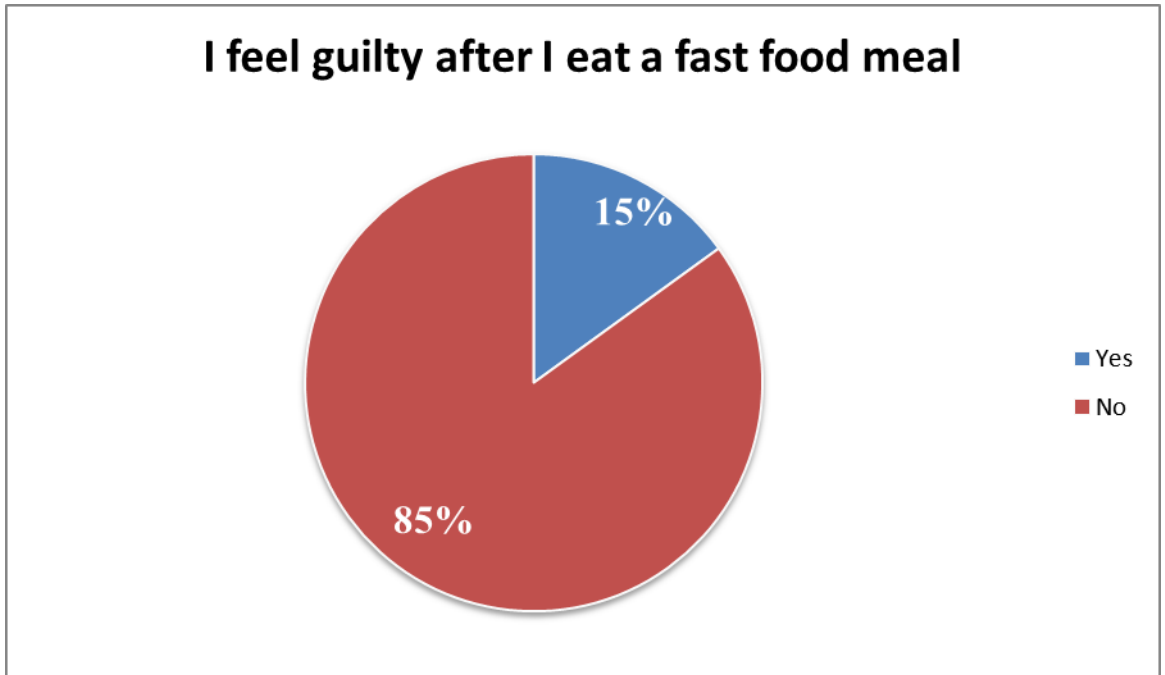
Figure 11, Answer for the question 12 of the survey



Regarding the level of health utility the high percent of the young generation is thinking that the fast food products are unhealthy. According to the survey it is above 60%. Talks and lectures about standards of healthy nutrition are held constantly in Kazakh schools.

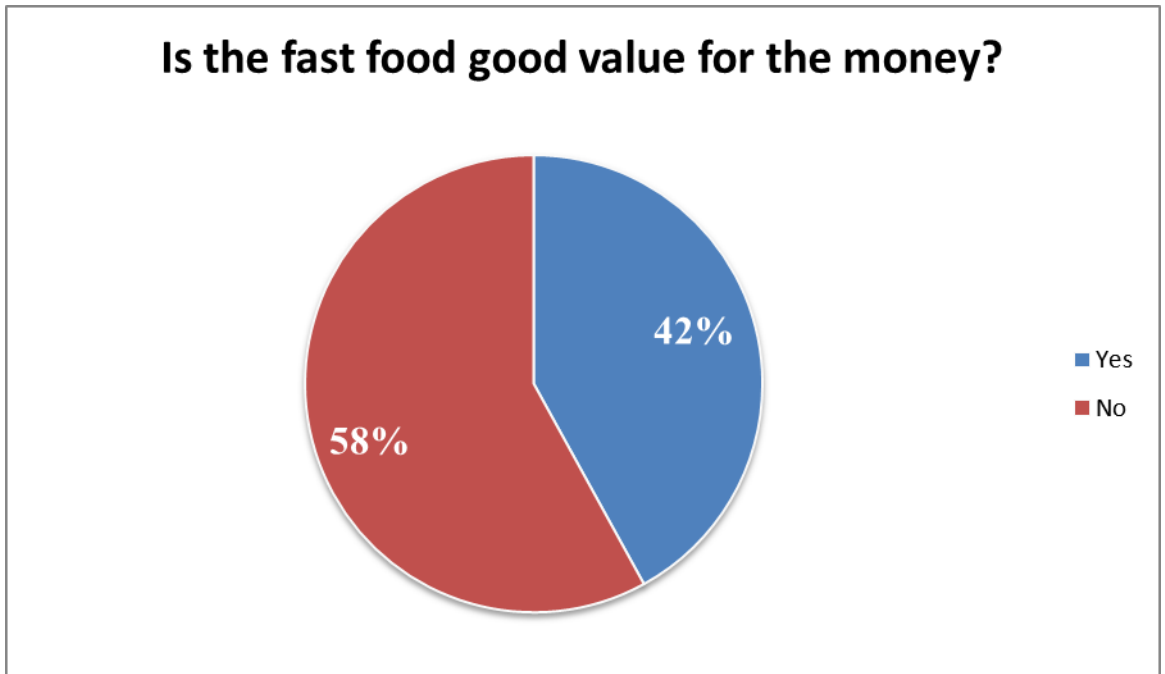
Question 13: I feel guilty after I eat a fast food meal.

Figure 12, Answer for the question 13 of the survey



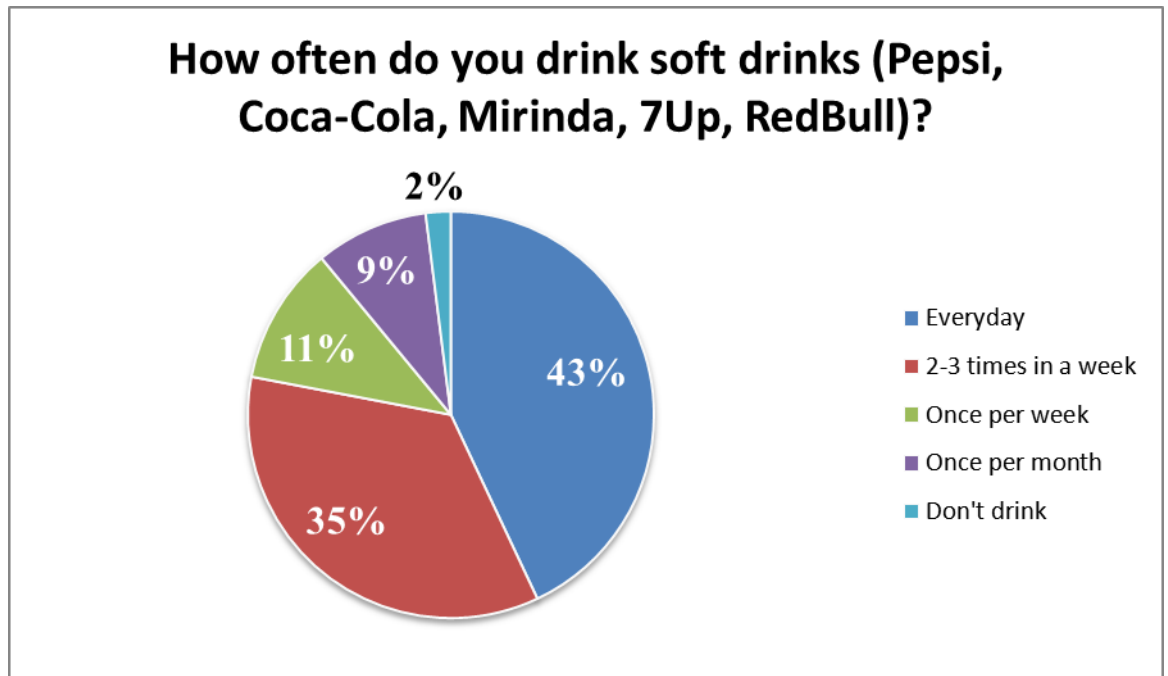
Question 14: How do you think is the fast food is good value for the money?

Figure 13, Answer for the question 14 of the survey



Question 15: How often do you drink soft drinks (Pepsi, Coca-Cola, Mirinda, 7Up, RedBull)?

Figure 14, Answer for the question 15 of the survey



Almost all of the respondents are drinking unhealthy soft drinks such as Pepsi, Coca-Cola, Mirinda, 7Up, RedBull. The young generation don't care about destructive effects of this category of drinks for their health.

4.2.1 Summary

In a survey were taking part 100 students of primary and secondary levels of the Zatobol School-Gymnazium. Most of them were girls with a 57,1%.

- According to the topic the questionnaire was organized only for students in age between 7 and 17 years old. All respondents were divided into three age categories as follows: first category is respondents between 7 and 9 years old and it's 33,5% of total respondents. Second category is respondents between 10 and 13 years old with total distribution of 38%. Third one is 14-17 years old with 28,5%. All of them are students of the primary and secondary classes of Zatobol School-Gymnasium.
- Most of the students 81% are cooking at home or at least helping to their parents to cook.
- According to the Figure 4, more than half of the respondents are cooking at home every day.
- Only 65% of the students who took part in a survey, have a breakfast every day. It is a very low interest rate of the health quality status.
- Fresh fruits and vegetables are rich of the vitamins A, B1, B2, B6, C and others. According to the health regulations the growing generation must eat 100g of fruits during the breakfast.
- Most of the students wrote the name of the homemade dishes, such as traditional Kazakh meal- Beshbarmak, also dumplings, pancakes and etc. But from another side students also prefer pizza, chips, hamburgers and other kinds of fast food.
- 74% of respondents prefer homemade food.

- Almost third part of the respondents enjoying the fast food. It is a very high rate for young generation. In a fast food there are a lot of components which is badly affect to the health. For example sugar, fat, sodium provide serious problems for central nervous system, skin, respiratory system.
- Only 2% of respondents confidently answered that they do not eat fast food. Although 74% of students (according to the question 8) prefer homemade food, 98% said that they eating fast food products at least 2-3 times in a week, ones in a week or once in a month.
- There are a lot of reasons for choosing to eat fast food, such as enjoying the taste, limited in time, low cost/ price, rich variety of menu and others. According to the survey the biggest part eating fast food because of low price and respondents enjoying the taste.
- Regarding the level of health utility the high percent of the young generation is thinking that the fast food products are unhealthy. According to the survey it is above 60%. Talks and lectures about standards of healthy nutrition are held constantly in Kazakh schools.
- Almost all of the respondents are drinking unhealthy soft drinks such as Pepsi, Coca- Cola, Mirinda, 7Up, RedBull. The young generation don't care about destructive effects of this category of drinks for their health.

5 Discussion

The purpose of the research and survey was to determine the factors that impact on the intake of fast food and preferences towards the origin of the food by young generation in Kazakh city of Kostanay.

The result of analysis of survey revealed the significant role on influencing the behavior of consumers, especially of young generation.

5.1 Recommendations

In order to diminish the negative influence of the unhealthy food on the young generation, it is necessary to implement several measures:

- Public policy should be aimed at the development of agriculture;
- State support of small and medium agricultural business;
- Development of stronger and more productive relationships between farmers; wholesale and retail sellers, market operations inside of the country;
- Development and consolidation of the trademarks of local producers;
- To stimulate, by offering specialized technical assistance, the organization of farmers' marketing business cooperatives, organization of producers' marketing groups;
- It is necessary to impose a ban on the issuance of franchises and opening import fast-food restaurants;
- As an alternative to foreign fast food, to create a local quick service points balanced food that will meet all the standards of the Ministry of Health and nutrition of the Republic of Kazakhstan. Also one of the main condition of this production must be using only domestic natural products;
- According the recommendations above, the government could develop domestic agrarian potencial with a high speed;
- It is necessary to organize regular meetings and talks about health nutrition for students in each level of the school;
- Kazakhstan is a developing country and the caring about health of the nation must starts from the healthy young generation.

6 Conclusion

According to the results of the present study it is possible to make several conclusions:

The aim of the research was to investigate the attitudes of young generation (namely of the students of one secondary school) in term of their interest into the origin of the food.

According to the survey, it is possible to say that the young generation of the Kazakh city of Kostanay mostly prefer the homemade food. Kazakh traditions is playing the biggest role on this decision. Kazakh nation is very hospitable, that is why the young generation accustomed to home cuisine.

According to achieved results we can conclude that most of farmers in Kazakhstan are high skilled with education and ability to improve their activity. Competition on local market with other foreign producers could be avoided if Kazakh government will create some impediments and introduce some taxes for imported domestic agroproduction in order to increase the price for imported products (in case of the research- fast food services) and protect their own producer, following the theory of custom protectionism. Secondly, most of farmers would like to export their production abroad and make their agroproduction activity more industrialized and get a higher income. So, that is possible if the investments will affect directly the local production process and make it more effective with usage of modern technologies, as we can see the result of the “green revolution” in some Asian countries. Unfortunately that kind of research about the problem of Kostanay region of the Republic of Kazakhstan we are discussing were not done before and according to that study we can say that the country has a huge problems to solve to save the health generation.

Improve the system on the food market, to produce natural alternative to the western products, and organize more campaigning aimed at the healthy future of the young generation. This is the global facts which Kazakh government and farmers have to be aware and try to improve it.

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10 Annexes

Questionnaire

Question 1: What is your gender?

Male

Female

Question 2: What is your age?

7-9 years old

10-13 years old

14-17 years old

Question 3: Do you cook (or help to your parents to cook) at home?

Yes

No

Question 4: How often do you cook (or help to your parents to cook) at home?

Everyday

2-3 times in a week

Once per week

Once per month

Question 5: Do you have breakfast every day?

Yes

No

Question 6: How often do you eat fresh fruits and vegetables?

Everyday

2-3 times in a week

Once per week

Once per month

Question 7: What is your favorite food?

Question 8: What do you prefer fast food or homemade food?

Fast food

Homemade food

Question 9: Do you enjoy fast food?

Yes

No

Question 10: How often do you eat fast food?

Everyday

2-3 times in a week

Once per week

Once per month

Don't eat fast food

Question 11: Reasons for choosing to eat fast food.

Enjoy the taste

Limited time
Cost/ price
Variety of menu
Advertisement
None of them

Question 12: Do you think fast food is unhealthy?

Yes
No

Question 13: I feel guilty after I eat a fast food meal.

Yes
No

Question 14: How do you think is the fast food is good value for the money?

Yes
No

Question 15: How often do you drink soft drinks (Pepsi, Coca-Cola, Mirinda, 7Up, RedBull)?

Everyday
2-3 times in a week
Once per week
Once per month
Don't drink