

**GLOBAL G.A.P. IN ORDER TO OBTAIN THE HIGHEST QUALITY
AGRICULTURAL PRODUCT**

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Abstract

The food industry faces the challenge of food safety, as well as food quality and standards. The change in consumer attitudes was largely influenced by incidents related to food quality and safety, where the conclusion was drawn that it is necessary to pay more attention to this issue globally. Consumers demand healthy, high-quality and biologically valuable food, they demand from producers responsibility in environmental protection, respect for workers on farms, as well as care for animals. However, in addition to consumers, the attitude towards food production also began to change in the food industry. The reasons for such relationships can be sought in changes in the food markets, which are increasingly oriented towards safe and healthy food. Food safety, food security and environmental sustainability are essential prerequisites for the well-being of societies around the world. Failure in food quality and safety cannot be the fault of only one member of the chain (producer - processor - consumer), where it is necessary for all these actors to work together and successfully eliminate the possibility of errors. The purpose of this paper is an analysis of the current representation of the use of Global G.A.P. in agricultural production, the conditions that need to be met in order for a product to be certified, what the certification process looks like and what the obtained certificate enables the producers.

Keywords: global G.A.P., food safety, food quality, human health