

Values in a person's life are the basis for choosing goals, ways and conditions of activity, and also help him answer the question, why does he do this or that activity? Values in modern society are the actual problem of philosophy, psychology, and other social sciences, as they influence the formation of the worldview of the individual and are an integrative basis for the activity of not only a single individual, but also a social group, and even an ethnos, a nation and all mankind.

When they talk about social progress, they mean empirically provable facts of the development of productive forces, the enrichment of science, technology, culture, the expansion of opportunities to meet collective and individual needs, and the improvement of relations among people. At the same time, the aspect of values remains uncovered, whereas it plays a key role in the future of mankind.

As a result of anthropocentric type of thinking, man's influence on the nature becomes destructive. Modern society is in an active search for a paradigm that could help restore the disturbed balance in the "human nature" system.

Vernadsky, speaking of the idea of the noosphere, hoped that humanity would be changed spiritually, understand the great significance of scientific thought, would be guided by scientific ideas and high moral principles. But economic, social and environmental forecasts for the 21st century are disappointing, the depletion of natural resources, pollution of water and soils continues, the dynamic balance in the biosphere is significantly disrupted. The point here is not only in science and technology, but, above all, in the spiritual and moral qualities of people. Therefore, any good wishes will remain so, if there are no significant changes in the public consciousness, as well as in the social order itself.

Without an increase and further development of spiritual and social potential, it is impossible to implement a noospheric project. That is why the noospheric concept must be linked with the formation of positive spiritual and social values in the society. Now, at the beginning of the 21st century, the universal idea of the noosphere may (should) become an ideal project for the future socio-natural harmony, governed by the collective human mind.

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### **THE PROBLEMS OF ORGANIC FOOD PRODUCTION**

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The text touches upon problems of organic agriculture's development in Belarus and the results local organic agriculture has achieved.

*Keywords:* "green" economics, organic products, organic food, organic products' market.

In the period of developed countries transition to the "green economy" there is a rapid development of organic products industry. According to experts, 20 % of Eco-friendly Products are produced annually. And the organic food production is developing especially fast. Only in 2015, retail sales of organic food and beverages exceeded \$ 81 billion, which is almost four times more than in 2000.

For many countries, organic agriculture is a development priority for the agrarian sector. The area of organic land is 1 % of all farmland (50,9 million hectares); the largest areas are located in Australia (22,7 million hectares), Argentina (3,1 million hectares) and the United States (2 million hectares). Certified organic farming exists in 141 countries around the world. The largest organic products markets are in the USA (35,8 billion euros per year), Germany (8,6 billion euros per year) and France (5,5 billion euros per year). The most Eco-friendly Products are used by people in Switzerland (262 euro per capita per year), Denmark (191 euros per capita per year), Sweden (177 euro per capita per year). In Asia, Latin America, Africa the demand for organic products is growing.

In Russia, as well as in our country, the market of Eco-friendly Products is just starting to develop (about 120 million euros; people spend about 0,8 euro per capita per year on organic products). This industry is developing very fast in Russia which is in the top ten countries with the highest rates of development of this industry. The term "organic farming" was introduced by GOST (State standard). In Belarus today only 10 farms produce and sell organic foods. These are vegetables, berries, goat milk, yoghurts, pond fish, crops. Only 6 farms export birch sap,

medicinal herbs, wild herbs, berries and other products. More than 20 farms are produced uncertified products because since do not have the financial means to get them. At the same time, the analysis of the food situation in the republic shows that consumers are interested in healthy eating. According to the Ministry of Health, about 20 % of diseases are caused by poor-quality drinking water, food, air pollution. Today, the demand for purely organic, chemical-free products grows. Especially people who have health problems (food allergies), children are interested in it. But almost all organic food is imported from the European countries. According to polls, most consumers are ready to pay for organic products more than for inorganic ones. All these facts help to create the opportunities for organic food production and bring an eco-friendly product to market of Belarus. It should be noted that world environmental trends have given an impetus to develop it.

Since 2008 the "Natural product" sign is applied, the draft law "On the production and circulation of organic products" is developed. The document establishes requirements for certification bodies for such kinds of products, for expert auditors, and for the certification procedure itself. However, there is a number of constraints that complicate the development of the market for organic products. The lack of an explicit legislation in this matter, images similar to EU and individual labeling, are becoming marketing moves for sales growth, which in turn leads to the discrediting of this product among consumers.

In order to resolve this problem it is necessary to create a favorable legislative, tax and credit climate for the development of the market for environmentally friendly products, which in turn will improve the quality of life of the population, taking into account the requirements of the "green economy".

## **NEW CHALLENGES FOR PEOPLE HEALTH IN XXI CENTURY AND CHANGE OF MEDICINE STRATEGY**

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New challenges for people health in XXI century and change of medicine strategy are described.

*Keywords:* disease, medicine strategy, stem cell, therapy.

The beginning of the 21st century has demonstrated new trends in people health's priority. The previous 20<sup>th</sup> century has demonstrated substantial improvement in the fields of environmental pollution, pandemic infections, health care. As a result, life duration increased and quality of people's life improved dramatically. The results are in change of people disease profile. The rate of dangerous acute infections, trauma and acute poisons decreased and oncological, chronic degenerative diseases, metabolic disorders and mental diseases became dominant. Therefore new medical strategies of therapy should be elaborated to meet new demands. One of them is cell-based therapy. This strategy includes administration of cell-based products into patient's body. Several sources of cells can be applied. The immune cells such as dendritic cells, T cells, natural killer cells, natural killer T cells are widely used for patients with oncological diseases. Mesenchymal stem cells (MSCs) form bone marrow and / or adipose tissue becomes the top product for therapy of neurodegenerative diseases, insufficient osteogenesis, trauma, cardiovascular diseases. Stem cells from cord blood and umbilical cord are the promising tool for medical implication in pediatrics and for hematopoietic cell transplantation. Big adventure of stem cell therapy is their efficiency for therapy of pharmacoresistant chronic degenerative diseases. The functions of stem cell therapy are not only to substitute damages or absence of tissue structure but also to support tissue function by releasing growth factors and prevent cell apoptosis. New directions are application of gene modifying cell products and cell-based tissue engineering. These approaches are currently under great interest for medical applications.

In conclusion, cell-based therapy is becoming the new attractive field of medicine in the 21st century.