

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.

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The beginning of the 21st century has demonstrated new trends in people health's priority. The previous 20th 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.