

STRATEGIES FOR PRODUCTION OF SAFE AND FUNCTIONAL FOODS AS SPECIFIC DUTY OF ANIMAL SCIENCE SPECIALISTS

Mohammad Reza Ebadi

Assistant Professor in Isfahan Research Center for Agricultural Science and Natural Resources
mrebadi@yahoo.com

The medical data showed that the scope of noncontiguous diseases is increased. Since food and what the people eat is a section of its cause, the research opportunities in nutrition to explore the relationship between a food or a food component and an improved state of health and well-being, or reduction of disease, present the greatest challenge to scientists now and in the future. So, animal and poultry products producers should pay attention more than before, to method and style of their production. Among them, role of animal and poultry nutritionist is bold. One of the strategies, is production of safe and functional foods. **Safe food** is a suitable product which when consumed orally either by a human or an animal does not cause health risk to consumer. **Functional food** is a [food](#) where a new ingredient(s) (or more of an existing ingredient) has been added to a food and the new product has a new [function](#) (often one related to health-promotion or disease prevention). Functional foods offer great potential to improve health and/or help prevent certain diseases when taken as part of a balanced diet and healthy lifestyle. Low-fat milk and meat, omega 3 egg, yogurt ,fruits and vegetables, whole grains, beans, are packed with nutrients or phytochemicals that may cut the risk of cancer, heart disease, high blood pressure, eye disease, and other health problems.

The communication of health benefits to consumers is also of critical importance so that they have the knowledge to make informed choices about the foods they eat and enjoy. For this reasons safe and functional foods are one of the fastest-growing segments of the food industry and in some countries, functional foods have already become part of the dietary landscape. So animal science experts can play an important role not in animal and poultry industry but also for human health promotion.